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THE NATIONAL NEWSPAPER OF MARKETING

Advantage of Self-Rule: It Prevents Government Rule, Kintner Tells NAB

FTC Warns Broadcasters Meeting as House Unit's TV Probe Digs Deeper

WASHINGTON, Oct. 16—The congressional probe of tv quiz shows provided unscheduled excitement here this week as the National Assn. of Broadcasters ran off the first of its fall series of regional meetings.

Through last minute agenda juggling, the association cleared the luncheon speaking spot yesterday so that Federal Trade Commission Chairman Earl Kintner could appear with a warning that there is very little time left if the industry wishes to demonstrate a determination to solve its problems through self-regulation.

In the wake of this challenge, NAB's president, Harold E. Fellows, made important insertions in his own report to the meeting, adding a section which declared that the industry will consider changes in its tv code, if this becomes necessary in order to deal with quiz show evils.

The quiz problem also registered a noticeable impact during the discussion yesterday of the newly organized Television Information Office, and it was a focal point of interest during a session this morning on the tv code, with tv code review board chairman Donald H. McGannon reporting that a new tougher code

(*Continued on Page* 168)

Nationwide Sees 20 Presentations, Renames Sackheim

COLUMBUS, O., Oct. 16—Nationwide Insurance Co., which in August invited 20 agencies to solicit its $2,000,000 account, today decided to remain with the Ben Sackheim Co., New York.

After viewing presentations offered by the agencies, Nationwide decided to interview and visit the home offices of eight agencies seeking to displace Sackheim. These were Campbell-Ewald; J. M. Mathes Inc.; Doyle Dane Bernbach Inc.; Ted Bates & Co.; Mogul Williams & Saylor; Meldrum & Fewsmith; Geyer, Morey, Madden & Ballard, and D'Arcy Advertising Co.

Sackheim retained the account by winning out over two other finalists—D'Arcy and Doyle Dane.

The company said it had asked for presentations—while making it clear it might elect to remain with Sackheim—"because we wanted to make sure we were getting the best service available."

■ George W. Campbell Jr., Nationwide's ad director, said Sackheim was the choice "because of a compatibility of business philosophies apparent in their creative work—the integration of their operations with our own advertising, public relations and sales promotion operations—and their method of expanding facilities for the account in anticipation of our growing needs."

Nationwide, which had a budget of $35,000 in 1950, when Sackheim first got the account, said it plans to spend $2,000,000 on promotion through the agency in the next year, its biggest budget ever.

CBS to Eliminate All Shows Relying on 'Lavish Prizes'

Standard Brands Drops 'Tic Tac,' but Most Advertisers Stand Pat

NEW ORLEANS, Oct. 16—Frank Stanton, president of Columbia Broadcasting System, told the Radio TV News Directors Assn. today that broadcasters cannot pass the buck in the quiz scandal.

"We have failed fully to meet our duty with regard to quiz shows . . . and the time has come for us to make certain that we at CBS are the masters of our own house," he said.

He added that CBS will no longer permit its facilities to be used for games whose major appeal is the winning of large sums of money or lavish prizes and that all

(*Continued on Page* 8)

OLD AND NEW—*Fostoria Glass Co., Moundsville, W. Va., introduces its line of "New/Old Coin Glass" with this color page in the Oct. 31 issue of The New Yorker. The coins are simulated, since a law makes such use of coins illegal. Fuller & Smith & Ross, Cleveland, is the agency.*

Popai Members Find Headaches in Agency Relations

Other Problems Discussed at Convention: Profits, Getting Materials Used

WASHINGTON, Oct. 16—The Point of Purchase Advertising Institute focussed its attention on industry problems—problems of showing a profit, problems of working with advertisers and agencies, problems of getting point of purchase material used—during its second annual members meeting here this week.

The problem of the role of the advertising agency in point of purchase got a thorough airing, but little agreement. While Ward Parker, vp of J. Walter Thompson Co., Austin Johnson, vp of Benton & Bowles, and Edward N. Mayer, exec vp of Sales Communications Inc. (McCann-Erickson), upheld the agency's role and its willing-

(*Continued on Page* 167)

Broadcasters Hit U.S. 'Testimonial' for Dailies

Agriculture Publication Cited Reports Indicating Newspapers' Effectiveness

WASHINGTON, Oct. 15—The Department of Agriculture was looking for a way this week to meet charges that one of its publications went further than it should in endorsing newspapers as the "best medium" for food advertising.

The endorsement appeared in the October issue of "Agricultural Marketing," a publication of the agricultural marketing service. It is being roundly denounced by broadcasters, who point out that the department is constantly blanketing them with requests for free programs and announcements.

The explosive comments on newspapers *vs.* tv and other media came at the end of an article discussing a multitude of studies which are part of the consumer marketing program of the agriculture extension service.

Turning to a series of motivation studies which the extension service has financed in Raleigh, N. C., Lake Charles, La., and the Wheeling-Steubenville area of West Virginia and Ohio, the article reports, "Newspapers, the survey shows, are the best medium for food advertising and for marketing information on food."

■ It continues: "The printed word can be read, reread, clipped and filed. And for some reason or other, it commands more authority than casual statements on radio and television.

"In some areas," it continues, "television and radio offer excellent outlets for food information; they reach many people who actually prefer pictures to words. However, programs which feature food facts are rapidly losing out in radio's swing to music and news and television's rush toward more network shows."

The issue was joined when W. D. (Dub) Rogers, owner of KDUB, Lubbock, Tex., saw a press association dispatch on the department's views in the *Lubbock Avalanche-Journal*. He fired an irate letter to Sen. Lyndon Johnson (D., Tex.), the Senate's majority leader, demanding to know why the taxpayers' money was being used to recommend one form of

(*Continued on Page* 169)

Admen Work Too Hard, Think Too Little, Day Says

INDIANAPOLIS, Oct. 13—"Advertising people work too much and think too little," Burchard M. Day, manager of advertising, Carborundum Co., told an advertising group here tonight.

Speaking before the Central Indiana chapter, Assn. of Industrial Advertisers, Mr. Day said the demands on concentration and energy and on our admen's time are so great that merely tending the store takes most of their ability.

He suggested that advertisers demand better and more imaginative merchandising help from industrial media. This, he said, is a fair expectation in view of the

(*Continued on Page* 168)

NBC Radio's New Programming Gives 20 Hours a Week Back to Affiliates

NEW YORK, Oct. 16—NBC Radio is planning to switch to a new pattern of operation, effective Jan. 1 (AA, Sept. 28).

Committee reaction to the plan, which will make the network a combination of traditional station compensation network and a new style program service, was unanimously endorsed by the NBC affiliates executive committee here this week. Speaking for the committee, its chairman, George W. Harvey of WFLA, Tampa, urged all affiliates to go along with the proposal to be presented to them at regional meetings within the next ten days.

He said the committee had worked closely with the network in devising this pattern for a more flexible network radio operation.

■ This is how the plan will work:

1. About 35 hours a week will be programmed regularly for sale nationally by the network. (This does not count specials such as the World Series, the political conventions, the Image series, etc., which also will be sold by the network.) For this time stations will be compensated on the current

(*Continued on Page* 168)

The Rising West: People, Money, Sales

Population is soaring in the West (about double since 1940) while income per capita is now higher than in the remainder of the nation, with the result that a major market has cropped up where one simply didn't exist before. It is attracting the attention and sales effort of manufacturers and distributors as never before, ADVERTISING AGE reports in a special section on the western market, beginning on Page 77.

On the ad front, AA finds, western branches of big eastern agencies are battling hard with growing local agencies for accounts; a different pattern of living, with stress on cars (6,000,000 in California), patio living, swimming pools and the great outdoors, has boosted outdoor and radio advertising (while tv suffers); more and more magazines and business publications are adding western editions (56 to date), and Hollywood has boosted its share of tv film production until it now produces 70% of nighttime filmed tv programs. In the section are detailed individual reports on each of the 56 major markets of the West.

Last Minute News Flashes

Boyle-Midway Products Shift to Tatham-Laird

NEW YORK, Oct. 16—Boyle-Midway, a division of American Home Products, has named Tatham-Laird, Chicago and New York, to handle Easy-Off oven cleaner, Easy-Off window spray and Griffin shoe polishes, with combined billings of more than $2,000,000. The assignment is effective immediately for advertising to appear after Dec. 1. AA last week reported that several Boyle-Midway products handled by Geyer, Morey, Madden & Ballard were going to be reassigned, and that Ted Bates & Co. was slated to get the products that were awarded this week to Tatham-Laird. The other products, assigned to J. Walter Thompson, are Aerowax and Wizard deodorizers.

Some Auto Makers Cut Radio, TV Spots in Steel Pinch

DETROIT, Oct. 16—Notices of postponement on radio and tv spot time scheduled in November by some auto companies have been sent out as the steel strike threatens auto production. More cancelations, including newspaper space, are expected if the strike picture does not improve. Chevrolet has deferred use of some radio spots; De Soto and Valiant have deferred radio spots after Nov. 14 and tv spots after Nov. 7.

(*Additional News Flashes on Page* 167)

Length of TV Ad? It's Up to Writer, Says Vitt; Buyer Knows Best: Leonard

NBC Spot Sales Poll Finds Pro, Con Views on New 30-Second Units

NEW YORK, Oct. 16—There is a good deal of strenuous thinking going on in agencies these days about the most effective lengths for tv commercials and about what persons do, or should, exercise the most influence in determining the length of time units used.

This is the impression one gets from analyzing the results of the latest NBC Spot Sales time buyers study. This report covered replies from 249 panelists in 171 different agencies and offices. The data were compiled in September.

The major influence wielder in this area proved to be the copywriter; seven out of 10 of the panelists said the creative department wielded "much influence" in deciding whether a commercial would be 10, 20, 30 or 60 seconds. And a great many of them advanced arguments supporting the copywriter's major role here. For example, Sam B. Vitt, media supervisor, Doherty, Clifford, Steers & Shenfield, said:

■ "The use and relative effectiveness of the several spot tv commercials' lengths, it seems to me, must in the ultimate be resolved in the copywriter's realm. From the media viewpoint, academically, it is probable that we could find unanimous agreement on the virtues of the ID. It has the greatest potential for the highest ratings, it permits in general greater reach, with greater frequency, with greater efficiency, with greater flexibility toward better placement for editorial compatibility than any of the other spot tv lengths.

"Yet it is so brief. This brevity, even though it may be the soul of wit, as Shakespeare said, is the problem. But not a media one so

(Continued on Page 169)

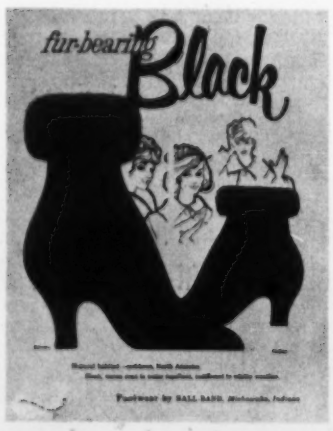
Coty Inc. Tries 1st TV Venture on 4 ABC Shows

NEW YORK, Oct. 15—Coty Inc. has made its first venture into network television with participation in four ABC daytime shows through Batten, Barton, Durstine & Osborn.

It has been reported that part of the network time was compensated for through a barter type arrangement in which Coty turned over to ABC several half-hour films. A source at the network hinted that this was true, but a spokesman at the agency said that it was not and that the time was paid for on a regular basis.

■ Coty's buy includes 12 quarter-hours of "American Bandstand" and "Beat the Clock," as well as participations on the "Gale Storm Show" and "Who Do You Trust?" starting this month. Half of the commercials on Bandstand will be done live by Dick Clark. The agency is counting heavily on his appeal to teen-agers to help promote Coty's new French Fling lipsticks.

Other products to be featured on the network shows are French Flair compact makeup, Coty "24" lipstick, Coty perfumes and fragrances and Instant beauty makeup. #



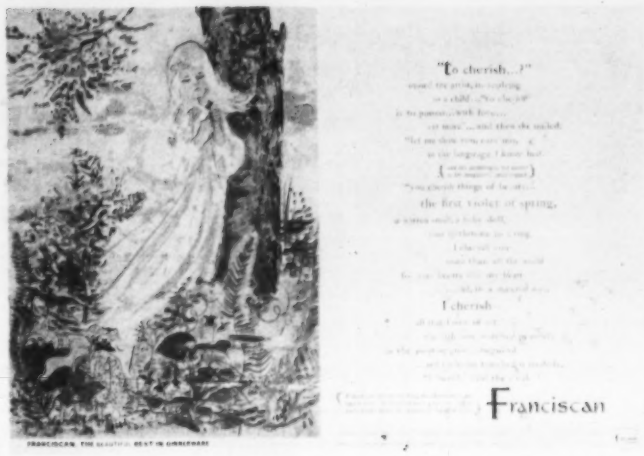
SALES AFOOT—*Mishawaka Rubber Co., Mishawaka, Ind., maker of Red Ball Footwear, tries a new approach with high fashion ads like this in color and b&w in Charm, Glamour and Vogue this fall. Campbell-Mithun, Chicago, is the agency.*

Standard Security Life Names Mogul, Newmark Agencies

NEW YORK, Oct. 15—A new company that will use some off-beat advertising to sell insurance by mail has named Mogul Williams & Saylor and Newmark Posner & Mitchell to handle its account.

Mogul Williams will handle the life insurance and Newmark the accident and health insurance of Standard Security Life Insurance Co., an operation recently organized by Michael H. Levy. He resigned as chairman of Federated Brokerage Group Inc. and several other large insurance organizations he headed in order to form Standard Security.

Mr. Levy plans a test mailing to some 500,000 residents of New York state in about two weeks and if initial results are good, "we should be spending $1,000,000 in each of the company's two divisions

(Continued on Page 168)

TOUCH OF THE POET—*The Franciscan line of Gladding, McBean & Co.'s dinnerware division this fall launches a new ad campaign and theme: "Franciscan, the beautiful best in dinnerware." The ads, which will be launched in the Oct. 17 New Yorker, consist of an original painting by Greta Elgaard, and an original poem by Gena Melin, account executive of Hixson & Jorgensen, Los Angeles. Ads will also run in November issues of Holiday and Living for Young Homemakers, the winter issues of Bride's Magazine and the December issue of House Beautiful.*

Central Four A's...

Surprise Client; Present Him with a Bouquet of Ideas, Ernie Jones Urges

MacManus Head Says Goldbricking, Smugness Behind Account Switches

CHICAGO, Oct. 16—Goldbricking, complacency and lack of ideas by agencies are some of the principal reasons for the numerous account changes today, Ernest Jones, president of MacManus, John & Adams, charged here today.

"Too many Americans seem to be operating under a right-to-shirk law," Mr. Jones said in a lively talk at the 22nd annual meeting of the central region of American Assn. of Advertising Agencies. "We have our share in the advertising business, behind the typewriters and the drawing boards and, I am very much afraid, in the corner offices.

"These are the don't-rock-the-boat boys and they are split into two camps: The conservatives and the liberals. The conservative doesn't think anything should be done for the first time. The liberal thinks it should be done, but not now. Jointly they have added another dirty four-letter word to our language—work.

■ "Is it any wonder that when an advertiser—a man whose very business is built on intelligent chance-taking and on daring leadership—finds himself shacked up with these intellectual tire-kickers that he blows the coop?" Mr. Jones said. "Wouldn't you?

"Perhaps other agencies being turned loose have become fat and lazy and actually are unable to compete on today's track. Others may be suffering from what might be called 'umbilicism'—an inability to sever the umbilical cord with

(Continued on Page 8)

Heublein Names Victor Bennett for Relska Vodka

Brand Hasn't Had Agency Since Houston Merger with Richards

NEW YORK, Oct. 15—Heublein Inc. has named Victor A. Bennett Co. as agency for its Relska vodka.

The brand has been without an agency since Bryan Houston Inc. merged with Fletcher Richards, Calkins & Holden (AA, June 29). At that time, Houston resigned Heublein's Relska vodka and vatted vermouth because Richards handled Gilbey's gin and vodka and several scotch whiskies for National Distillers. Heublein's food division, however, continued with Fletcher Richards, Calkins & Holden.

Frank C. Marshall, Heublein advertising manager, told ADVERTISING AGE today that the company's vatted vermouth, which is not being advertised currently, will be handled by Lawrence C. Gumbinner Advertising Agency "if advertising is resumed next year." Gumbinner also handles the company's Smirnoff vodka, largest selling premium-price vodka on the market; Heublein cocktails and cordials and its Bell's scotch whisky.

Victor A. Bennett Co. handles, in addition to Relska vodka, a lower-price brand than Smirnoff, Harvey's ports and sherries, Guinness stout, and Perrier water for Heublein.

■ Crock-O'-Gold, a premium Irish whisky, which Heublein is expected to import next year, has not been assigned to any agency yet, Mr. Marshall said.

He confirmed reports that Heublein will invest about $500,000 in 1960 in Relska advertising. About 75% of this, he estimated, will be in newspapers, the remainder in magazines and point of sale materials.

Heublein in 1958 spent $6,615,874 in advertising, of which $5,359,891 was in measured media (AA, Aug. 31). It is estimated that the company's 1959 billings will total about $7,500,000, and the level probably will rise to about $8,000,000 next year. #

Highlights of This Week's Issue

Advertising people work too much and think too little, Burchard M. Day, manager of advertising, Carborundum Co., tells the Central Indiana chapter of the Assn. of Industrial Advertisers ....**Page 1**

Toilers in the vineyards of point of purchase reveal disgruntlement with having to deal with advertising agencies, who lack know-how in their field, at Point of Purchase Advertising Institute ....**Page 1**

Skips, a lozenge packed in cigaret-type package, to be popped into mouth instead of a cigaret by people who want to cut down, is being tested in Pennsylvania ....**Page 1**

Goldbricking, complacency and lack of ideas by agencies are some of the principal reasons for the numerous account changes today, Ernest Jones, president of MacManus, John & Adams, tells the 22nd annual meeting of the central region of the Four A's ....**Page 2**

The copywriter is greatest single influence on length of tv commercial, panel of time buyers polled by NBC Spot Sales, indicates ....**Page 2**

Coty Inc. makes its first venture into network television with participations in four ABC daytime shows ....**Page 2**

Two Doyle Dane Bernbach principals give Chicago admen their views on the ingredients for a good agency. William Bernbach makes a plea for more art in advertising and Ned Doyle tells the admen the agency seeks accounts for its new Chicago office ....**Page 3**

College educated consumers and those in the upper socio-economic levels have as favorable a view of advertising as their less fortunately endowed brethren, Redbook study reveals ....**Page 3**

Many men think eating ice cream reveals a lack of virility in the same way they think it is effeminate to drink a daiquiri instead of a boiler maker, Mass Marketing Research poll shows ....**Page 3**

What to do with those old whisky barrels in which bourbon has been "ripened"? Distillers can't reuse them in their operations and face the problem of dealing in some way with 2,000,000 bbls. a year. All of which leads to Argosy's "Million Dollar Idea Contest" ....**Page 3**

Shortcomings of new product ideas is that "they are too often nothing more than daydreams of management—a kind of formalized make-believe," Gilbert Miles, manager of Colgate-Palmolive's packaging department, tells new product seminar sponsored by Kastor, Hilton, Chesley, Clifford & Atherton ....**Page 3**

Advertising revenue of 84 farm and consumer magazines in the first nine months of 1959 totaled $549,524,469, 12% over the $492,644,015 reported for the same period last year, according to the Magazine Advertising Bureau ....**Page 4**

Automobile makers plan one of their biggest advertising barrages for the 1960 models—but a national steel shortage due to the strike may wet Detroit's powder ....**Page 6**

Ohio's new fair trade law promises to stir up a storm of legal action if it is actually enforced after it goes into effect on Oct. 22 ....**Page 18**

Detractors of pharmaceutical advertisers have "myopic vision," Dr. Austin Smith, president, Pharmaceutical Manufacturers Assn., tells New York's pharmaceutical ad club. Dr. Smith's remarks appeared to be aimed at articles which have run in Saturday Review recently attacking the advertising done by Chas. Pfizer & Co. ....**Page 22**

Ten super metropolitan areas will account for about a third of the nation's population in another 40 years, according to a study by the Urban Land Institute ....**Page 26**

Radio spots and small space newspaper ads back the Florist Telegraph Delivery Assn.'s ballot to determine the most popular flower in the U. S. ....**Page 31**

FIGURES TO FILE

Nine-Month Magazine Pages and Revenue ..... Page 4
Industrial Sources of Civilian Income by Region .... Pages 84, 85
How West Outstripped Country in % Income Payments ..... Page 110
Consumer Magazine Linage ..... Page 160
Nielsen TV Ratings ..... Page 172

REGULAR FEATURES

Advertising Market Place 170
Along the Media Path 166
Biz Quiz 156
Coming Conventions 61
Consumer Magazine Linage 160
Editorials 14
Getting Personal 34
Information for Advertisers 64
Looking at Radio and Television 159
Merchandising Ideas 52
Obituaries 8, 65
Photographic Review 130
Rough Proofs 14
This Week in Washington 48
Tyler Picks Ten 154
Voice of the Advertiser 142

International Men's Fashion Group Sets $5,000,000 Campaign

NEW YORK, Oct. 15—The 24 men's wear companies represented in the International Fashion Council plan to spend an estimated $5,000,000 on advertising to promote their lines in 1960, Lawrence S. Phillips, vp of Phillips-Van Heusen Corp., reported this week.

The IFC companies operate in 23 countries. Phillips-Van Heusen is the American member.

Formed five years ago, IFC is a unique international cooperative. The member companies, each marketing nationally, pool their ideas in manufacturing, distribution and advertising.

This involves simultaneous release of fashions throughout the world and common promotional themes. Last year's IFC theme was a nautical one. This year the companies are all pushing a "safari" color theme.

The $5,000,000 figure represents Mr. Phillips' estimate of the combined budgets of all 24 companies. Phillips-Van Heusen alone

(Continued on Page 168)

Selling Plank Is Only Start of Ad 'Magic': Bernbach

CHICAGO, Oct. 14—William Bernbach made a plea for more art in advertising and Ned Doyle made a plea for more business at the Advertising Executives Club of Chicago meeting last night.

The two men, principals of Doyle Dane Bernbach, New York, were honored as "Advertising Executives of the Month" by the Chicago group.

Mr. Bernbach, senior vp and creative director, gave the main talk of the evening; Mr. Doyle, agency president, prefaced his colleague's speech with the remark that the agency is searching for some midwestern accounts for its new Chicago office.

"After all," he jested, "Leo Burnett came to New York and got some business, so we're trying to do the same thing; we're almost as good as Burnett."

■ In outlining the DDB philosophy, Mr. Bernbach said he was "absolutely appalled by the suggestion

(Continued on Page 47)

Brooks Doyle Bernbach Johnson

NEW LAURELS—*Messrs. Ned Doyle and William Bernbach, of Doyle Dane Bernbach, New York, were given certificates and statuettes honoring them as "Advertising Executives of the Month" at a meeting of the Advertising Executives Club of Chicago. Edward R. Brooks, Peter Hand Brewery Co., club president, joined Robert B. Johnson, State Street Council, in making the presentation.*

Most Intelligentsia Have Favorable Attitude to Ads, 'Redbook' Reports

But Share of College Folk Liking Ads Is Same as Grade School Group

NEW YORK, Oct. 16—Who says eggheads don't dig advertising?

Not *Redbook*. On the contrary, says the magazine, most adult Americans—especially those in higher income, social and educational groups—are favorably inclined toward advertising and feel that life would be exceedingly more difficult without it.

Redbook's conclusions are based on a national study of public attitudes toward advertising conducted by the Gallup organization.

Gallup's findings debunk the theory that intelligence constitutes an automatic check on suggestibility and that the smarter you are, the more skeptical you are of advertising.

According to the study, an "overwhelming majority" of Americans—75%—"like" advertising, and 65% think things would be "more difficult" without it. Another 15% said they disliked advertising and the remaining 10% had no comment.

■ The general liking for advertising, the belief that advertising makes things easier for the consumer, preference for advertised products, and the belief that advertising creates sales were found to be higher than average in the 18 to 44 age group and among those who attended college or high school and those on the "upper socio-economic level."

Of occupational groups, 75% of professional and business people, and 79% of white collar workers favor advertising, while only 65% of the farmers had a favorable outlook on advertising.

Among college educated respondents, 70% "liked" advertising, while 78% of the high school educated favored advertising; 70% of respondents with grammar school educations were favorable towards ads.

■ The *Redbook* study showed that 76% of its respondents, if faced with a choice of an advertised or non-advertised product at the same cost, would choose the advertised product. Principal reasons for preferring advertised products were "familiarity with the product and confidence in the product and

(Continued on Page 172)

BURNING FEATHERS—*This is one of the ads being used by railroads in their drive against featherbedding.*

Railroad Ads Rap Featherbedding as Contract Time Nears

WASHINGTON, Oct. 15—With negotiations for new railroad wage contracts due to open at the end of the month, the Assn. of American Railroads has been trying to mobilize public support with a series of newspaper ads directed at "featherbedding."

Neither the unions nor the railroads have officially registered their demands yet, but the emphasis in the railroad ads indicates that some of the most difficult negotiating will be on the same kind of "work rule" issues which have been blamed for the breakdown in bargaining for a steel industry wage contract.

Two of the four ads which have appeared in the railroad series seek to dramatize the issue by comparing the "cost" of featherbedding with losses sustained in widely known disasters. One ad drew a comparison with the loss sustained in the San Francisco fire. Another, this week, featured an engraving of the Chicago Fire, with the message: "Chicago Fire 1871; loss $196,000,000. Railroad featherbedding; $500,000,000 loss to the nation—including you—every year."

Two of the ads were all-type ads, outlining the featherbedding problem. A fifth ad, due for release next Monday, will also be an all-type ad. It contends that wages are up, but that productivity per dollar of compensation is down.

■ In the past, the association's advertising effort has centered largely on the importance of railroads to the economy and to national security. Regional railroad groups have used newspaper space to argue about labor-management relations, but the association's campaigns steered clear of these issues, and were concentrated in national magazines.

The new campaign involves 1,000-line ads in about 170 newspapers, each with a circulation of 100,000 or more. Ads are placed through the association's agency, Benton & Bowles. Each insertion involves an expenditure of about $100,000.

John N. Ragsdale, advertising manager for the association, said there is no estimate at this time of the number of ads which will ultimately appear. #

Horrors! Research Reveals Ice Cream's Image Is Blurred

MIAMI BEACH, Oct. 13—Now a motivational research study has disclosed that many males feel that eating ice cream is effeminate.

"Many men think that by eating ice cream they betray a certain lack of virility," according to Richard G. Zimmerman, president of Mass Marketing Research, New York, which conducted the study. "It's the same sort of imagery connoted by their drinking a daiquiri cocktail, instead of a boiler-maker."

Mr. Zimmerman unveiled these findings and others at the 55th annual convention of the International Assn. of Ice Cream Manufacturers.

■ The study also disclosed that consumers are generally unimpressed with ice cream packages, have doubtful brand loyalties, and a scant idea about what ice cream quality is. Although consumers remembered brand names, their purchases were made mainly on the basis of store convenience, and they would buy whatever brands were carried by their favorite stores, it was found.

Ice cream's role in diet is confused and contradictory, the study disclosed. It is regarded both as fattening and a destroyer of appetite by women. Some men think of it as a "pepper upper," others as a symbol of effeminacy.

Mr. Zimmerman urged ice cream manufacturers to take strong promotion steps to clarify and make positive ice cream's public image, and to set up standards for both themselves and the public. #

Advertising Is Civilizing Influence, Making Humans Think: Coleman

Consumer Cowers Under Carapace of Ignorance, Says JWT Veteran's Book

NEW YORK, Oct. 13—The experience of 40 years in advertising, 30 of them in service with J. Walter Thompson Co. on three continents, is distilled in "The Practice of Successful Advertising," a book published earlier this year in Australia by *Rydge's Business Journal*.

The author is Loyd R. (Deac) Coleman, a University of Rochester graduate, who completed his work for a doctorate in psychology at Columbia University and who joined JWT in London in 1928. He subsequently became Thompson's general manager on the European continent, escaping one step ahead of the invading Nazis. Now a director of JWT's Australian company, he was manager in Australia from 1941 to 1958.

Mr. Coleman's 460-page *magnum opus* is a rambling discussion of what he has learned in advertising. It covers the waterfront and it is written in a punchy, non-academic style. It is liberally spiced with case histories from the author's experience.

■ Not surprisingly, Mr. Coleman turns out to be an adherent of the J. Walter Thompson school of reason-why advertising. The longest—and probably the best—chapter in this book is "Writing Copy to Sell," a topic close to any Thompson man's heart.

"Copywriters are, by and large, an artistic race of people," the chapter begins. "If they were not as sensitive as the antenna of a radio to every wave passing by, they would not be good copywriters. . .

"The blue pencil of the boss is the greatest hazard in the way of good writing. As soon as the copywriter has realized that the boss will make changes no matter how it is expressed, he will write to please the boss, not to sell goods."

■ Mr. Coleman tells the story of how the late J. Walter Thompson

(Continued on Page 10)

Many New Brands Just Management Daydreams: Miles

Advance Study Vital, Colgate Exec Tells Kastor, Hilton Seminar

NEW YORK, Oct. 13—New products—and their importance to industry—were discussed, dissected and displayed here today at the sixth annual New Product Seminar sponsored by Kastor, Hilton, Chesley, Clifford & Atherton.

Speakers at the event, co-sponsored by Kastor, Hilton's Toronto affiliate, Bradley, Venning, Hilton & Atherton Ltd., touched on everything from the creation to the production and the marketing and testing of new products.

To Gilbert Miles, manager of Colgate-Palmolive's packaging department, the "usual shortcoming" of new product objectives is that "they are too often nothing more than daydreams of management—a kind of formalized make-believe."

Mr. Miles said too frequently a new product idea gets support because of the enthusiasm of a few influential individuals within a company.

"To establish meaningful criteria for new products is not easy," said Mr. Miles. "It involves a process that is frequently shunned as the plague, namely soul-searching, exhaustive, objective thinking."

■ He sketched some basic criteria which, he said, should serve as

(Continued on Page 44)

Patterson Is No. 1 Australian Agency, AA Told

Billing at $11,200,000 Rate, It Tops Thompson, L. W. Farnsworth Advises

SYDNEY, Oct. 13—George Patterson Pty. Ltd. is the largest advertising agency in Australia.

In the year ended June 30, the Patterson agency billed $9,184,000.

It is currently billing at an annual rate of $11,200,000.

It employs more than 350 people.

These facts, corroborated by a

(Continued on Page 44)

PR Man's Consternation Over Use for Old Whisky Barrels Leads to 'Argosy' Contest

NEW YORK, Oct. 14—The story behind *Argosy's* current "Million Dollar Idea Contest," which offers more than 1,000 prizes for ideas on how bourbon distillers can reuse, sell or otherwise get some of their money out of the 2,000,000 wooden oak barrels which they have to discard annually after they have served their purpose in making whisky, is more interesting perhaps than the contest itself.

It was told to ADVERTISING AGE by Joseph B. Scholnick, director of public relations for Brown-Forman Distillers Corp., Louisville, who is credited with having been the spark that fired the current contest.

The contest really had its beginnings about four years ago when Mr. Scholnick joined Brown-Forman. That was when he went on a plant tour and first learned that the barrels cost between $25

(Continued on Page 50)

IDEA—*Here is a modified layout of the elements of the Argosy contest which will run in three pages in the October issue and four pages in the November, December and January issues of the magazine.*

Magazines Score 12% Revenue Gain in 1st Nine Months

Medium's Volume Hit $549,524,469; Pages Up in All but 2 Categories

NEW YORK, Oct. 13—Advertising revenue of 83 farm and consumer magazines in the first nine months of 1959 totaled $549,524,469, up 12% over the $492,644,015 total reported for the same period last year, according to Magazine Advertising Bureau figures.

The MAB said the $57,000,000 gain—based on magazines measured by Publishers Information Bureau—was the largest in magazine publishing history and represented 54,709 ad pages in the first nine months, as against 51,761 pages for the same period in 1958.

The nine-month PIB figures show an increase from a cumulative six-month gain of 9% at the end of June and a cumulative eight-month gain of 11.2% at the end of August.

Magazine Ad Pages, Revenue, 1958-'59

First Nine Months

Source: PIB Figures from Magazine Advertising Bureau

	Jan.-Sept., 1959		Jan.-Sept., 1958		% Increase (Except as noted)	
	Pages	Dollars	Pages	Dollars	Pages	Dollars
Weeklies & Bi-weeklies	18,382.52	286,226,956	17,191.02	259,372,307	6.9	10.4
Monthlies	6,229.17	56,130,756	5,447.28	42,541,224	14.4	31.9
Women's	5,543.24	77,822,945	5,258.28	68,526,143	5.4	13.6
Home	4,544.39	40,329,372	4,450.89	38,173,398	2.1	5.6
Fashion	3,946.52	17,248,043	4,113.22	17,542,011	— 4.1	— 1.7
Movie-romance-radio	1,334.13	8,908,019	1,223.51	7,993,294	9.0	11.4
Business	6,744.46	25,169,788	6,333.37	23,186,902	6.5	8.6
Youth	819.34	3,587,197	776.57	3,150,330	5.5	13.9
Outdoor, sports	1,886.02	6,969,450	1,757.72	5,939,630	7.3	17.3
Mechanics, science	2,870.96	7,395,812	2,785.68	6,972,128	3.1	6.1
Farm	2,408.25	19,736,131	2,424.14	19,246,648	— 0.7	2.5
Total general and farm magazines	54,709.00	549,524,469	51,761.68	492,644,015	5.7	11.5

E. A. SNOW, *formerly manager of the advertising department of Procter & Gamble Co., has been elected vp-advertising. The post has been vacant for two years, since W. R. Chase became vp in charge of the soap products division. Mr. Snow joined P&G's advertising department in 1933.*

McCann Names Guyot for New Outdoor Post

McCann-Erickson, Chicago, has appointed Edward M. Schultz and Richard E. Johnson account executives and C. A. (Bud) Guyot supervisor of the new outdoor division in the media department. Mr. Schultz, formerly with Toni Co., has been assigned to the Helene Curtis group. Mr. Johnson, previously with Needham, Louis & Brorby, will work with the Swift group. Mr. Guyot formerly was manager of the St. Louis office of General Outdoor Advertising Co.

McCann also has promoted Lawrence L. Gray, with the agency five years, to executive art director of the Cleveland office, succeeding Clark L. Robinson, who has joined Cunningham & Walsh, New York. In Los Angeles, McCann has named William W. Belcher, formerly with Young & Rubicam, associate media director. Robert Elliott, director of corporate public relations in New York, has been named a vp.

Bantob Products Withdraws Vanguard Anti-trust Suit

Bantob Products has announced withdrawal "for the present" of its $15,000,000 anti-trust action against five major tobacco companies, because the federal government "has actively entered upon an investigation" of the violations which Bantob (Vanguard no-tobacco cigarets) complained about. A check with the Justice Department, however, indicated it has not started such an investigation nor given any commitment to make one.

The department has apparently indicated its willingness to receive information from Bantob about its complaints against American Tobacco, Liggett & Myers, P. Lorillard, Philip Morris and R. J. Reynolds, charging conspiracy and restraint of trade (AA, Sept. 28).

General Development Names Gardner Cowles Chairman

Gardner Cowles, magazine and newspaper publisher, has been elected chairman of General Development Corp., land development and home building company currently developing areas in Florida. Mr. Cowles succeeds as chairman Louis Chesler, who remains a director, head of the executive committee and one of the largest single stockholders.

Mr. Cowles and associates have increased their holdings of General Development stock through the purchase of an additional 250,000 shares from Mr. Chesler.

the
BIG ONE
this fall
In Minneapolis — St. Paul
WTCN-TV
ABC TELEVISION FOR TWIN CITIES
Represented Nationally by KATZ AGENCY
WTCN RADIO does a great job in the Twin Cities, too!

15th Market in Total Retail Sales

General Merchandise Sales Grow Faster in Greensboro

In category after category, Greensboro stands out among the NEW South's top 25 markets—ahead of Charlotte, Jacksonville, Norfolk-Portsmouth and closely following top markets like Louisville and Birmingham. Enter this thriving market through the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation daily: over 400,000 readers daily.

Write on company letterhead for "*1959 Major U. S. Markets Analysis*" Brochure of all 292 Metropolitan Markets.

Greensboro—1st Market in the Carolinas—79th in the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA
Represented Nationally by Jann & Kelley, Inc.

Read what leading food chain executives from coast to coast say about THIS WEEK Magazine:

"We are always gratified to see advertisers consistently using the pages of THIS WEEK to familiarize the same families we are trying to reach through our local promotions with their products. This two-way advertising is the most effective way we know of to build and maintain high store traffic and volume."

ALF L. BERGERUD
President, Red Owl Stores, Inc., Minneapolis, Minnesota.

"We in this end of the business have increasingly become conscious of how THIS WEEK Magazine moves goods across the checkout counters of our stores, in volume and profitably. It's really a super magazine doing a super marketing job on regularly advertised products."

A. J. BAYLESS
President, A. J. Bayless Markets, Inc., Phoenix, Arizona.

"THIS WEEK Magazine is one of the truly productive advertising media available to producers of food products and household goods. We have this feeling not only because of your tremendous circulation, but because the content of THIS WEEK makes it a logical meeting place for housewives and products."

PAUL J. CUPP
President, American Stores Co., Philadelphia, Pennsylvania.

"When we learn that a supplier has added THIS WEEK to his advertising schedule, we take steps to accommodate the increased demand that invariably follows. THIS WEEK Magazine, more effectively than perhaps any other single medium, gives impetus to profitable turnover of regularly advertised goods."

N. D. RAMSEY
President, Market Basket, Los Angeles, Calif.

To Move Goods Fastest... Buy The Big One

This Week MAGAZINE

CIRCULATION MORE THAN *13,000,000*

As Campaign Light Turns Green, Auto Makers Push Ad Accelerators to Floor

Many Ads to Accentuate Engineering Data; Media Use Shows Wide Variance

By John McGinnis

DETROIT, Oct. 15—Geared and polished to fit the pre-announcement expectations of the most far-reaching auto advertising show ever put on the boards by the industry, entries in the 1960 sales race are off and running.

The spreading shadow of the national steel shortage appears as the one factor that may keep this prediction of heavy promotion from becoming a fact.

Estimates of automotive budgeting for advertising even surpassing that in the record sales year of 1955 have been made widely and without reservation by most of the top persons in this industry.

Announcements of advance planning in most cases reveal broadly just how this money is to be spent, in what media and through what line of campaigning. Contracts have been signed, space and time purchased. Preliminary and announcement efforts are for the most part out of the way by now. The heavy shooting is about to commence.

■ Two broad movements seem to be appearing in the automotive advertising picture this year. One is an inclination to dispense with the froth, the word-picturing, the subtle sale, and to bear down on hard facts. There seems to be more attention going to technical, engineering and product information.

The other is a general expansion on the air—in television, especially—although this continues to embody a maximum of entertainment appeal, with the aim of holding attention to the product. The hard-sell product information is going more particularly into the print media.

Complicating the entire contest, at this stage, is absence of any real indicator as to how the new entries, the small cars put forth by the Big Three—in the field heretofore largely held by foreign makes, American Motors and Studebaker-Packard—are going to fare.

First reports put out by Chevrolet on its Corvairs (which had a larger backlog than Ford had of its Falcons) are highly optimistic. Chevrolet told of sellouts in almost all dealerships even in the face of the fact that many were packed with optional items, and tagged at figures several hundred dollars above the level of around $2,000 which had been widely expected. Ford, with fewer Falcons in the dealers' hands, was doing its best in early spot radio, advertising economy as demonstrated in a fleet of test Falcons it turned loose on the nation's highways a couple of weeks before announcement. Ford was getting visibility, if not actual early sales volume. The Chrysler Valiant is not on the scene yet.

SPREAD PLUS—*This ad is a spread plus a ¾-page gate-fold for the new Chrysler cars, with copy on the other side of the gate-fold. Chrysler increased its ad and sales budget more than 25% over last year for the 1960 cars. Newspapers, outdoor and Life, Look, Newsweek, The Saturday Evening Post, Time and U.S. News & World Report plus newspaper sections are scheduled. Young & Rubicam is the agency.*

■ Two exceptions to the general trend toward greater use of air media in 1960 advertising appear to be Pontiac and Dodge. Pontiac has said it will spend approximately half its money in newspapers, the remainder to be divided about equally between magazines and television. Dodge said it is going all-out on newspaper advertising, although continuing to use all media. As example of this, it budgeted $1,500,000 on newspapers for October alone. Other big appropriation for Dodge and Dart will be its Lawrence Welk tv show, about $5,000,000 total. The Dodge budget is expected to be close to $20,000,000 in the coming year, up $4,000,000 to $7,000,000 over what was expended in the present year. This is mostly due to the heavy corporation backing of the new Dart, which is the Dodge division's responsibility.

■ Ford presents a good example of extended activity in tv. It is adding to its full program of last season, which carried the Ernie Ford and "Wagon Train" shows weekly, the new "Startime" spectacular, which will run at regular intervals.

Ford kicked off with an unusual 20-page special news supplement on the Falcon in the *New York Times*, on top of a full-scale newspaper and magazine program. It also expects to bring a new 1960 edition of its highly successful "Buyer's Guide," pioneered last year, to some 9,000,000 persons.

(*Continued on Page* 171)

Steel Strike Poses Threat

DETROIT, Oct. 16—Dwindling supplies of steel for the 1960 automobiles have put Detroit admen on an alert basis, ready to cut back on planned advertising.

Although announcement ads are over, for the most part, the entire follow-up program will be curtailed sharply if the steel strike picture does not clear. The production factor is the main determinant of ad expenditures in the auto industry.

Newspapers, with a short cancelation period, are the most vulnerable medium in a cutback program. This year, however, spot radio time bought by the auto makers has been with a 24-hour cancelation proviso.

Regular radio and tv programs are contracted on a long-range basis, and magazine space continues to be firm six to nine weeks in advance of publication. There is a 95-day contracting period on outdoor. #

NEWS

Isn't this the right setting . . .
for your product advertising?

N-E-W-S . . . NEWS interests everyone.

PRODUCT NEWS interests all functions in all industries.

Every buyer, each specifier of products searches constantly for new or better products which will improve production and maintenance in his plant . . . cut costs . . . or better the design of his own products.

Every month Industrial Equipment News reports and describes some 300 NEW products and offers some 800 established products worthy of close attention because of special merit.

That's all there is in IEN . . . product news and information.

No one reads IEN who isn't *looking* for product news and information.

Every reader of Industrial Equipment News has only one thing on his mind . . . PRODUCT INFORMATION.

Isn't this the mood, context, frame of mind in which you want your products presented?

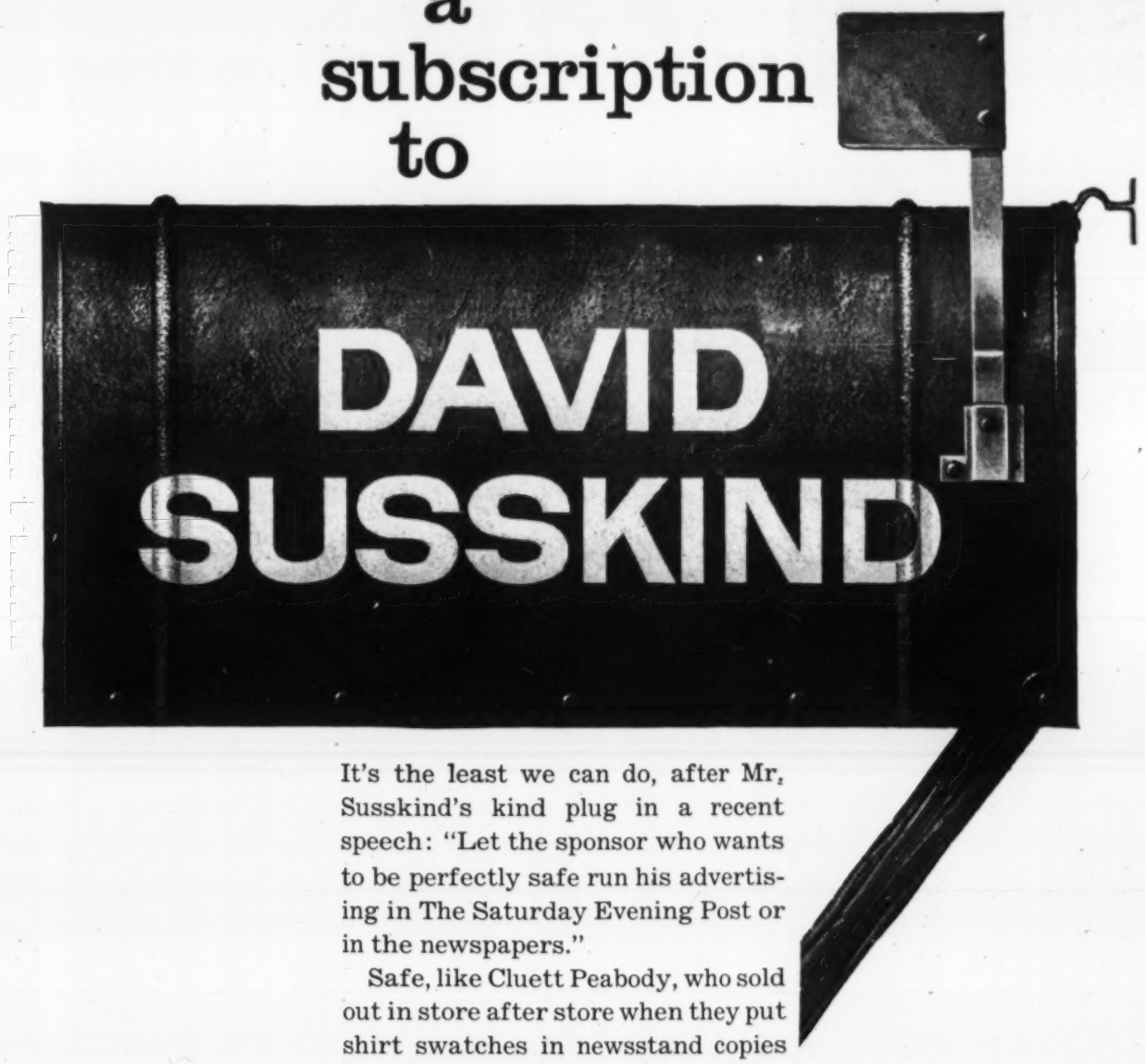
DETAILS? . . . Send for booklet "YOUR MARKETS ARE CHANGING NOW" and THE IEN PLAN with complete Media Data File.

Industrial Equipment News
Thomas Publishing Company

461 Eighth Avenue, New York 1, N. Y.

Affiliated with Thomas Register

We are sending a subscription to



It's the least we can do, after Mr. Susskind's kind plug in a recent speech: "Let the sponsor who wants to be perfectly safe run his advertising in The Saturday Evening Post or in the newspapers."

Safe, like Cluett Peabody, who sold out in store after store when they put shirt swatches in newsstand copies of the Post. Safe, like General Mills, who were swamped with contest cards sent in by a whopping 20% of the Post's U.S. circulation. Safe, like the "Let's Eat Outdoors" advertisers with a Trendex recall rating of 95.3% for their Post spectacular. (Spectacular is an old word we borrowed from television, meaning something that isn't a Western.)

We think Mr. Susskind will enjoy the Post's spirited fiction, significant fact and sparkling fun. Other television producers do. Last year, some 166 TV shows were based on material from Saturday Evening Post stories. And if you're after great ratings, what could be safer than that!

A CURTIS MAGAZINE

The Saturday Evening POST

Sell the Post-Influentials ... with HI-FREQUENCY Ad Page Exposure!

Hodgson Ward Farlow Elton Fish Gunn Harper Kleppner Bayer Gould Carey Christian

FOUR A'S CONFAB—*Discussing agency problems at the 22nd annual meeting of the central region of American Assn. of Advertising Agencies are Kenneth Ward, Art Farlow and Wallace Elton, J. Walter Thompson Co.; Earl Hodgson, Aubrey, Finlay, Marley & Hodgson; James Fish, General Mills; Alexander Gunn, J. Walter Thompson Co., who is central region chairman; Paul Harper Jr., Needham, Louis & Brorby; Otto Kleppner, Kleppner Co.; Kenneth Bayer, French Advertising; Gene Gould, Foulke Agency; R. G. Carey, Campbell-Ewald Co., and Richard Christian, Marsteller, Rickard, Gebhardt & Reed.*

CBS to Eliminate All Shows Relying on 'Lavish Prizes'

(Continued from Page 1)

such programs will be eliminated from CBS-TV "with due notice to advertisers."

■ Not long after Mr. Stanton made his remarks CBS-TV in New York announced that two of the three programs in the proscribed category, "Big Payoff and "Top Dollar" (the third show is "Name That Tune") would be off the air, effective today.

On Monday reruns of "The Millionaire" will replace "Big Payoff" and "December Bride" will be moved from another period into the "Top Dollar" time slot. The slot that "December Bride" vacates will be filled for the time being with filmed dramas, CBS-TV said.

■ In the wake of the furor created by the tv quiz hearings, Advertising Age found that most advertisers appeared undisturbed by the odor eminating from the congressional probe.

• Colgate dropped "Dotto" faster than a missile when the show was accused of being crooked last summer. But Colgate still sponsors (as of Advertising Age press time) "Top Dollar," which is packaged by Entertainment Productions, owner of "$64,000 Question" and "$64,000 Challenge," both of which have been accused of irregularities.

• William Parshall, advertising director, H. J. Heinz & Co., which uses participations on a number of quiz shows, spoke of two in particular as "not of a character disturbing to us in any way," and said his company had no inclination to alter its association with "Tic Tac Dough" or "Treasure Hunt."

The shows, he explained, were not sponsored by his company exclusively, but rather shared with numbers of other advertisers, and were more to be considered as media like newspapers or magazines, in which an advertiser might choose to buy space without thought of influencing editorial content or general policy.

• But Standard Brands decided to shift its money from "Tic Tac Dough" to three other NBC daytimers. This sponsor bowed out politely with this statement:

"Although all information to us shows no lack of integrity in the afternoon 'Tic Tac Dough' . . . we felt it was best to shift to another NBC show."

• P&G is staying with "Tic Tac Dough." John Egan, assistant to the vp in charge of programs at Compton Advertising, explained, "P&G has indicated that, in cooperation with NBC, it will continue to sponsor the show. We don't feel there is any taint attached to it since the network took it over."

• Miles Laboratories and Alberto-Culver Co. also are sticking with "Tic Tac Dough" and with "Concentration" and "Treasure Hunt." Hal Thurber, Wade Advertising vp, said both clients are satisfied with the shows and will continue with them as long as the public supports them.

• Also staying is Chesebrough-Pond's. Said Dan Charnas, media group supervisor at J. Walter Thompson Co.: "As of now, we are discussing the matter. From a media point of view, these shows —'Tic Tac Dough' and 'Concentration'—are good buys, but if the association would hurt our client, we would leave." #

Elliott Springs, 63, Noted for Bawdy Ads for Bedsheets, Dies

New York, Oct. 16—Col. Elliott White Springs, 63, president of Springs Cotton Mills, Fort Hill, S. C., and one of the most controversial advertisers of the past decade, died yesterday of cancer of the pancreas at Memorial Hospital.

Once described as "the world's champion fun-loving business man," Mr. Springs had a gift for stirring controversy with his risque advertising of Springmaid fabrics. These ads, which featured scantily clad girls, startled readers and brought down censorship from various publications.

■ Ten years ago Advertising Age, in an editorial, "The Colonel & His Talents," credited him with a "positive genius to develop the double entendre to heights seldom before reached," and charged him with having stretched "good taste to the ultimate limit."

"We believe it would be a good thing for advertising," the editorial concluded, "if the colonel took his talents elsewhere, and we'd like to see advertising media help the move along" (AA, May 8, 1950).

■ But the colonel kept his sexy ads running, although various newspapers and magazines kept applying pressure for changes in copy and artwork.

Mr. Springs was an author and an outstanding flyer in World War I, and headed a number of other business organizations in addition to his cotton mills.

Born in Lancaster, Pa., he was graduated from Princeton University in 1917 and then trained as a pursuit flyer with the Royal Flying Corps, at Oxford, England. Later he transferred to the U. S. Air Corps. He was officially credited with having destroyed 11 enemy planes and was listed as America's No. 3 ace. He continued in the air reserve and was retired in 1942 with the rank of lieutenant colonel. #

Something New at DDB? Fishback's Brand of Poesy

New York, Oct. 13—Don't be surprised if future Doyle Dane Bernbach ads are couched in rhyme. Margaret Fishback has joined the copy staff.

In copywriting circles, the name Margaret Fishback means a former Macy's copy chief and a versatile copywriter. To magazine readers, the name means a frequent contributor of verse and articles commenting in an amusing, often wry manner on such subjects as family life, fashion, nature and the foibles of our age.

Margaret Fishback

■ A native of Washington, D.C., and an English major at Goucher, Miss Fishback migrated to New York shortly after graduation in answer "to the usual urge to come to New York."

With a slender scrapbook of her verse in hand—"I've dabbled in verse ever since grade school"—she headed for Macy's. There the first reaction to her verse was: "What does this have to do with advertising?" But she was hired anyway, as a divisional copywriter, and thus began a 15-year career with the store, culminating in the dual title of institutional copywriter and copy chief.

With the birth of her son, Anthony, in 1942, she resigned from her fulltime job with Macy's, although she has continued to free lance for the retailer off and on ever since.

About nine years ago she took a parttime job with Cecil & Presbrey for two years, but she still kept up her free lancing. There she worked on about 20 accounts, she recalls. Later she did a special four-month assignment with Warwick & Legler, working primarily on radio jingles for Pabst.

Now with her 17-year-old son away at Bowdoin College, she has returned fulltime to the advertising business. A year ago she joined Young & Rubicam where she worked on "a nice, wide, varied collection," including Tussy, Moore McCormick, Norcross and Gourmet Foods. She doesn't know yet which accounts she'll work on at Doyle Dane. #

'Midwest Ports' Bows

Midwest Ports, a quarterly trade magazine, has been launched, with the first issue, September, now out. Publisher is Guide Publications, 22 W. Monroe St., Chicago. Editor and publisher is Harvey A. Reel, and James E. Sanford is associate publisher and advertising manager. Advertising rates, based on 5,000 copies, are based on $300 for a b&w page.

Surprise Client; Present Him with a Bouquet of Ideas, Ernie Jones Urges

(Continued from Page 2)

the past."

Mr. Jones charged that some agencies have become complacent and have taken their clients for granted. He also maintained that a lack of new ideas in advertising from agencies "became glaringly apparent during the 1958 slump when business put everything under the fluoroscope."

■ "I can't help but feel that the dimension of risk in agency-client relations would soon be reduced to its normal proportions if we all spent half as much time and thought in keeping the client happy as we did in coaxing him into the shop in the first place," Mr. Jones said.

"Where is all that creativity, that leadership, that dedication you talked about so earnestly when you were making the pitch? Maybe that is why the client tosses during the night and weeps into his pillow. Surprise the poor fellow. Show him you still care. Take him a bouquet of ideas."

The MJ&A head ridiculed theories that the reasons for client unrest are that companies do not appreciate the value of advertising, and that companies do not take their agencies into their confidence.

He urged agencies to make themselves completely efficient and professional in their tasks, and to strive to keep open and usable lines of communication between themselves and their clients.

■ William L. Spencer, vp and creative director of Gardner Advertising Co., asserted that creative research is not creative enough, and he blamed this condition on both the creative and research departments of an agency.

"Research people, I believe, look upon themselves too much as fact finders—too little as theorists, explorers in the realm of advertising creativity," Mr. Spencer said. "Perhaps this is because they are afraid to tread on sacred 'creative ground'—they've said too often, 'Now, we aren't trying to tell how to write your ad . . . that isn't our job.'

"Perhaps they just aren't creative enough—are plodders in the field of science—rather than imaginative leaders. Perhaps they are too isolated . . . don't understand what advertising is trying to accomplish, over all.

■ "Creative people, on the other hand," Mr. Spencer said, "aren't willing to work hard enough at—or with—research. They accept or fight what research brings them. Too often they don't look for clues —don't apply creativity to research—and help form hypotheses which will help research dig deeper, move out and explore new and perhaps more productive areas."

He urged copywriters and artists to "move over in bed to make room for the creative research man who works so closely with us, knows so well what we are trying to accomplish that he's really a part of a bigamous marriage."

■ Television commercials today are entertaining but many of them lack sell, according to Draper Daniels, vp in charge of the creative department of Leo Burnett Co.

"A dull commercial that says something will sell more than an engaging commercial which says nothing beyond name of product, cha-cha-cha," Mr. Daniels said.

"With the costs of television going up year after year, the sales burden on each commercial becomes increasingly heavy. If you don't put the selling idea in, your commercials aren't going to do their job. That isn't going to happen very often before someone with a heavy hand but a hard-headed regard for profit and loss is going to put the selling idea in there for you. When that happens, a lot of fun is going out of the commercials."

Mr. Daniels warned writers to "keep in mind that the objective of a tv or radio commercial is not to make people say, 'What a clever commercial,' but, 'What wonderful stuff, I want some'." He asserted that commercials should be like a good salesman—"personal, persuasive, polite and to the point."

■ The six most important things that every industrial account executive should know were outlined by Earl Hodgson, president of Aubrey, Finlay, Marley & Hodgson.

The industrial account executive, Mr. Hodgson said, should know management and business organization, marketing and merchandising, machinery and equipment, manufacturing, media and men (personnel in his agency and at the client).

■ David Echols, vp and manager of the Chicago office of Fuller & Smith & Ross, maintained that creativity is a must in both industrial and consumer advertising.

"Too much industrial advertising reminds me of homework forced on school kids," Mr. Echols said. "I see no reason why intelligent creativity cannot tell the industrial story instead of keeping it in the class of homework."

■ Tips on how to achieve economy in the production of television commercials were outlined by Kenneth C.T. Synder, vp and tv-radio creative director of Needham, Louis & Brorby.

Pointing out that live action film spots with people in them are more expensive, Mr. Synder asserted that simplicity in spots is the key to economical production.

© TCP CO.

Famed French chef Alexandre Dumaine, an Arnold Newman portrait from a recent Holiday.

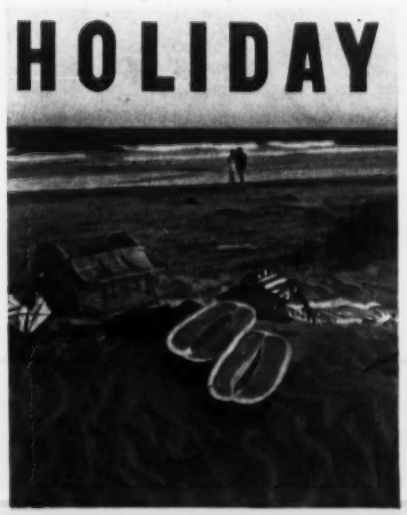
ONE TASTE AND YOU'RE NEVER THE SAME

Wherever Holiday goes it takes along a healthy appetite for adventure. Whether dining in a remote French inn, schussing down an Alp, or soaking up local color in Connecticut, you can count on a crackling new approach—an excitingly different viewpoint.

For example, who but Holiday would commission an Irish novelist to write about Texas, or send one writer and one photographer to capture all of South America, or gather under one cover most of England's great writers in a penetrating depth-study of their beloved London? Sample this editorial magic and you're forever spoiled for the ordinary.

Not surprisingly, Holiday's 900,000 families develop hearty appetites for new ideas, new experiences, the best things in life. And high incomes enable them to satisfy their hunger.

Any wonder, then, that more and more advertisers are enjoying rewarding results in Holiday?



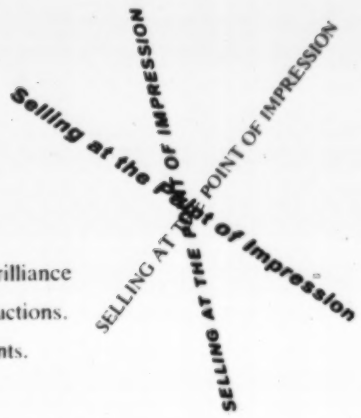
***There's a rewarding new world for you in* HOLIDAY**

Now more than ever our phrase

Selling at the Point of Impression

carries new emphasis.

Powderless Etching of *copper* originals with our exclusive equipment and advanced method adds fresh brilliance and sharpness to color process and monochrome reproductions. And we do mean in the *publication* printing where it counts.


Selling at the Point of Impression
SELLING AT THE POINT OF IMPRESSION
SELLING AT THE POINT OF IMPRESSION
SELLING AT THE POINT OF IMPRESSION

HUTCHINGS & MELVILLE, INC. *Photoengravers*
4043 North Ravenswood Avenue, Chicago 13, Illinois

Equipped with COLOR SPLITTER, KLIMSCH CAMERA, 4 COLOR 604 PRESSES

Advertising Is Civilizing Influence, Making Humans Think: Coleman

(Continued from Page 3)

ordered the artwork for the Corticelli silk trademark—a kitten snarled up in silk yarn. When the artist brought in the finished drawing, Mr. Thompson suggested one change—a red ribbon around the kitten's neck. The artist protested that this would ruin the picture, but Mr. Thompson said:

"Well, it's like this. I am going to take the painting of the kitten—with the red ribbon and the bow—to Corticelli. The client will look at it and say, 'Thompson, that's marvelous. It's just exactly what I had in mind when I told you about it . . . It's got everything.' Then he is going to sit for a while looking at it, and then he will say, 'But see here, Thompson, there's one thing I can't stand about it. That's that goddamn red ribbon around the kitten's neck.' So we'll take the red ribbon and the bow off the kitten's neck and we'll all be happy."

■ Mr. Coleman notes that the Corticelli trademark survives to this day—minus the ribbon—and he adds: "God in His heaven knows how many red ribbons have been tied around how many kittens' necks by artists and copywriters because they know that the boss can't justify himself to himself unless he makes a few changes."

Mr. Coleman finds little to admire in the Hathaway eyepatch and Marlboro tattoo campaigns. "Admittedly these are effective," he concedes. "Thirty years ago they were classed as the bright idea school of advertising. It would take a brave man to call them fundamental. They are useful for shock effect, but a shock may at long last wear out its principal *raison d'etre*."

■ Mr. Coleman argues that gimmicks such as the eyepatch and tattooed wrist are rarely "strong enough to build, or even to support vigorously, a total product image. They are an animated version of the symbol, and it takes a lot of money to sell a symbol before the symbol starts selling the product. It is generally cheaper selling the product in the first place. And more permanent."

Kraft advertising (produced by JWT) Mr. Coleman likes. "For years around the world," he points out, "the Kraft company has been using roughly the same idea and the same copy with its multifarious changes. But the copy always remains at base the same because—it is necessary to insist—*the basic need is always identical.*

■ "There is a curious attitude rampant outside of the advertising business that it is a business of new ideas," he writes. "Advertisers change agencies or advertising managers because they want new ideas. They go in for puns and sensational ideas and tricky layouts and trick means of getting attention on radio and television.

"In answer to this, it would be safe to say that most of the goods that are sold are without trick ideas of any sort. They are sold by the simple process of spending enough time on the product and its uses to find out what is the best reason for buying the product."

Example: When Eveready batteries were promoted in the U.S. some years ago, ads showed people being carried away in floods and flashing a light from the roof of a floating house.

"It would hardly seem that this experience is close enough to the experience of man in his daily life to make him rush out and buy a battery," Mr. Coleman comments.

■ In Australia (where JWT handles Eveready), a large survey was conducted to find out when flashlights are used. It was found that "people used their lights to find their way out to the privy in the country. In a country where it is easy to sit down on a lethal spider, it is just as well to have a look first instead of a feel. Hence arose a very sensible slogan: Where there is dark there is danger."

Another campaign cited ap-

PHOTOGRAPHED AT MADISON AVENUE OFFICE OF MERRILL LYNCH PIERCE FENNER & SMITH

Advisor to millions, investor of billions, his good will, influence and financial cooperation have been instrumental in the growth and continuing success of America's largest corporations.

Today, banks own or control $208 billion worth of securities in their own and trust portfolios — 14 times that held by mutual funds, and 4 times the amount held by insurance companies. In addition, they supply hundreds of millions of dollars annually to meet every conceivable business need.

You can reach bankers best through their family trade newspaper, the AMERICAN BANKER. Reading the spot news on banking, which appears exclusively in the AMERICAN BANKER each morning, is a regular part of the business day for some 60,000 bankers in the banks that account for 93% of the bank deposits of the United States. Equally important is the fact that no other publication has as large a voluntarily paid unsubsidized circulation among so many banks and bankers.

It is surprising how often an advertising program can be strengthened through adequate coverage of the banking field. May we show you how the AMERICAN BANKER can implement your promotional plans?

American Banker
The Only Daily Banking Newspaper
32 Stone Street • New York 4, N.Y.
It's the news that makes it different and preferred

provingly by Mr. Coleman is the job JWT did for Scott Paper 30 years ago. "At that time," he writes, "there was as bad a collection of lavatory paper in America as there is elsewhere in the world today. It was cheap and dreadful . . . Splinters from wood pulp made it often dangerous to use, but people still used it because it was not supposed to be family conversation.

■ "In order to bring home to people the great advantages of the smooth pure quality of Scott tissue, we made a collection of photographs which have seldom been surpassed. The main illustration would show a man sitting up in a chair as though the last thing he wanted to do on earth was to touch the chair with the part of his body nearest it. The models were either suffering themselves, or they were splendid actors.

"The main theme for this campaign was: Many people suffer in silence. They have a malady for which they get no sympathy. People even laugh about their suffering. But they suffer no less, and all because they have not learned to use this soft pure tissue of Scott.

"It would be no more than fair to say that the Scott campaign did more to improve the quality of toilet tissue than all other influences combined. It is probably also fair to say that it did more to decrease the incidence of hemorrhoids than the whole American Medical Assn."

■ In advertising, "sheer cleverness doesn't pay," Mr. Coleman warns. To prove his point, he cites Julian Watkins' book, "The 100 Best Advertisements," pointing out that nearly one-third of the companies which okayed and paid for these ads "are no longer in business, or have remained as hole-in-the-wall affairs, or have been merged into more successful companies . . . Writing these advertisements must have been fun for the people who wrote them. Fun does have its place, but it scarcely makes the writer cry all the way to the bank."

It is the author's considered opinion that advertising "creates a new way of life" and that it has to create it by overcoming the ingrained, stand-pat ignorance of the public at large. In fact, Mr. Coleman likens advertising to the serpent in the Garden of Eden. People hate advertising, he says, "as Adam and Eve hated the serpent, but neither gives up the new taste thrill."

■ "People hate to be made to think. They don't want new things. New things—knowledge itself—is philosophically evil. It is ingrained in the race that this is true. It is not without significance that in all the Indo-European languages the word for knowledge has a double meaning. It is simultaneously carnal and sacral. Both refer to something new, and it is not alone carnal knowledge which is held to be evil, but all knowledge."

■ And in another place, he says: "The strategy and tactics of selling the consumer is directed towards moving one typical, primitive little savage another step forward in the march towards a material civilization. I like to think of him as a naked little fellow cowering under a psychological carapace. He has no desire to be clean, none to wear new clothes, to go places, to save his teeth. His greatest desire, the desire for which we must substitute alternative desires, is to be let alone so that he and his associates can just be together exchanging grunts with each other in their common ignorance and filth.

■ "Our objective is to find out how to penetrate or otherwise get around or under his carapace. It is cheaper if we can get under it, but in most cases our job is one of penetrating it. If we make our penetrating story provocative to do its job, it will be strong enough to send the sensitive souls of the world completely off their rockers. They think that everyone reacts to the irritation techniques as they do. But it is an observed fact that by the time the tender-minded have started an organization to ban all advertising, the little naked savage under the carapace is just beginning to hear his name called."

Strung throughout Mr. Coleman's book are many lively anecdotes about the advertising business and J. Walter Thompson, including the information that James Webb Young once filled out one of those Sherwin Cody School of English coupons, "Do You Make These Mistakes in English," found out how to write English "and has been writing beautiful advertising copy ever since." Perhaps one of these anecdotes will bear repeating here. Mr. Coleman reports that a client of his, a former British Indian Army colonel, once said to him:

■ "Coleman, I wish that *once* I could find *one* Thompson man who could say that *any other* Thompson had *ever* done anything badly . . . Mark you, I say that it is a source of strength—great strength. Like a British regiment in the Indian Army—all stick together you know."

Copies of "The Practice of Successful Advertising" are available in the U.S. from James Watson & Co., 51 Melcher St., Boston, for $9.75 apiece. #

Smith Bros. Starts Drive

Smith Bros. will break a new campaign this month for its cough drops, using small space frequent insertions in 130 dailies, 55 Sunday supplements and *TV Guide* for a 26-week period. The "medicated" quality of Smith Bros. will be stressed and in *TV Guide* personality endorsements will be used. Kastor, Hilton, Chesley, Clifford & Atherton, New York, is the agency.

RCA Sets Chicago Ad Drive

RCA Victor Distributing Corp. is spending $150,000 on a fall advertising campaign through Dec. 20 in the Chicago area for its Newsmaker television line. The bulk of the budget will go for newspapers, with radio, tv, outdoor and window displays also scheduled. RCA Victor will also promote its color tv during the campaign. Kenyon & Eckhardt is the agency.

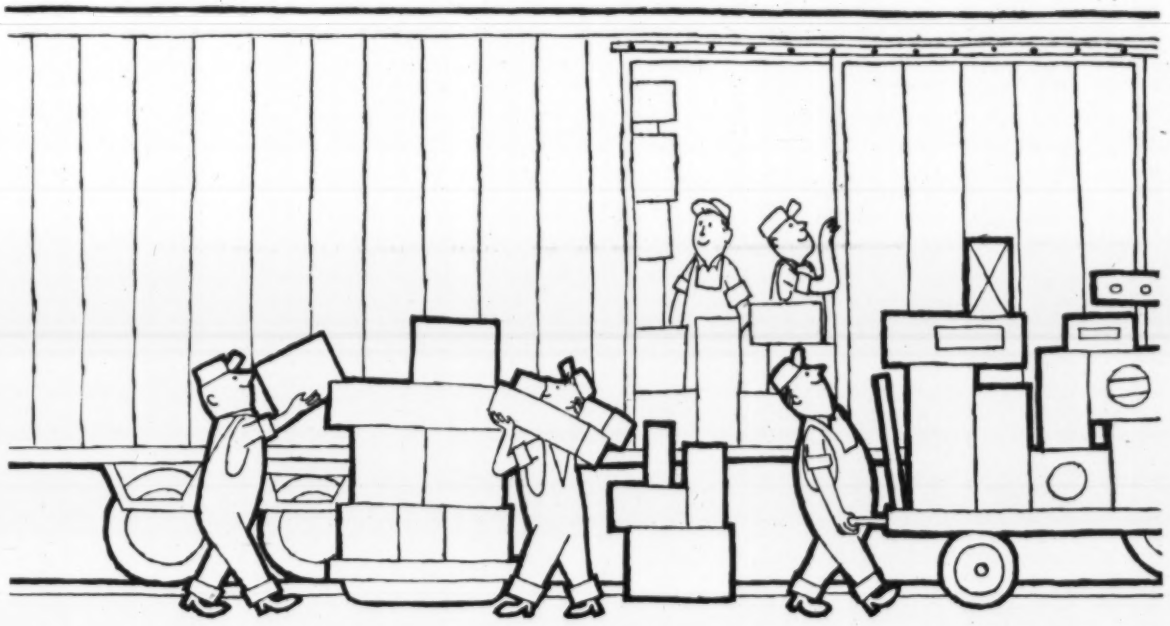
AFA District Elects Lamb

John Lamb, Batten, Barton, Durstine & Osborn, has been elected governor of the Advertising Federation of America eighth district. Other officers are Marion Mills, Oscar Mayer & Co., 1st lt. gov.; Richard White, Home Mutual Insurance Co., 2nd lt. gov., and Jeanette Wiggs, Munsingwear Inc., secretary-treasurer. The eighth district is composed of AFA clubs in Minnesota, Wisconsin and North and South Dakota.

Taft Buys WBIR

Taft Broadcasting Co., Cincinnati, has entered into a contract to purchase the remaining 70% of stock of WBIR Inc., Knoxville, Tenn., for $2,100,000. WBIR includes am and fm radio and tv. Taft presently owns 30% of WBIR, as well as stations in Cincinnati, Columbus, O., Birmingham and Lexington, Ky.

by the carload



Charlotte, biggest market in the Carolinas, is one of the Southeast's leading distribution points. Doing business by carload lots, Charlotte rings up wholesale sales of better than a billion dollars a year – more than any metropolitan area between Washington and Atlanta.

Of boxcar proportions, too, is the circulation of The Charlotte Observer-The Charlotte News.

Saturation coverage of Charlotte itself is just the first step in the job it does for advertisers. In toto, the Zone of Influence* of The Charlotte Observer-The Charlotte News, a single media buy, represents a market *seven times* the size of Metropolitan Charlotte: a cohesive 39-county empire, with population nearly two million and annual retail sales in excess of a billion and a half dollars.**

Just as Charlotte is the biggest market in the Carolinas, so The Charlotte Observer-The Charlotte News is the biggest newspaper buy in the Carolinas – and then some!

There are, in fact, only 43 cities in the entire U. S. where you can buy more circulation.

* Contiguous counties where Observer-News circulation (3/31/59 ABC) is equal to at least 20% of total county households (1959 Sales Management) or 20% of households in one or more principal cities in the county.

**1959 Sales Management Survey of Buying Power.

THE CHARLOTTE OBSERVER | THE CHARLOTTE NEWS

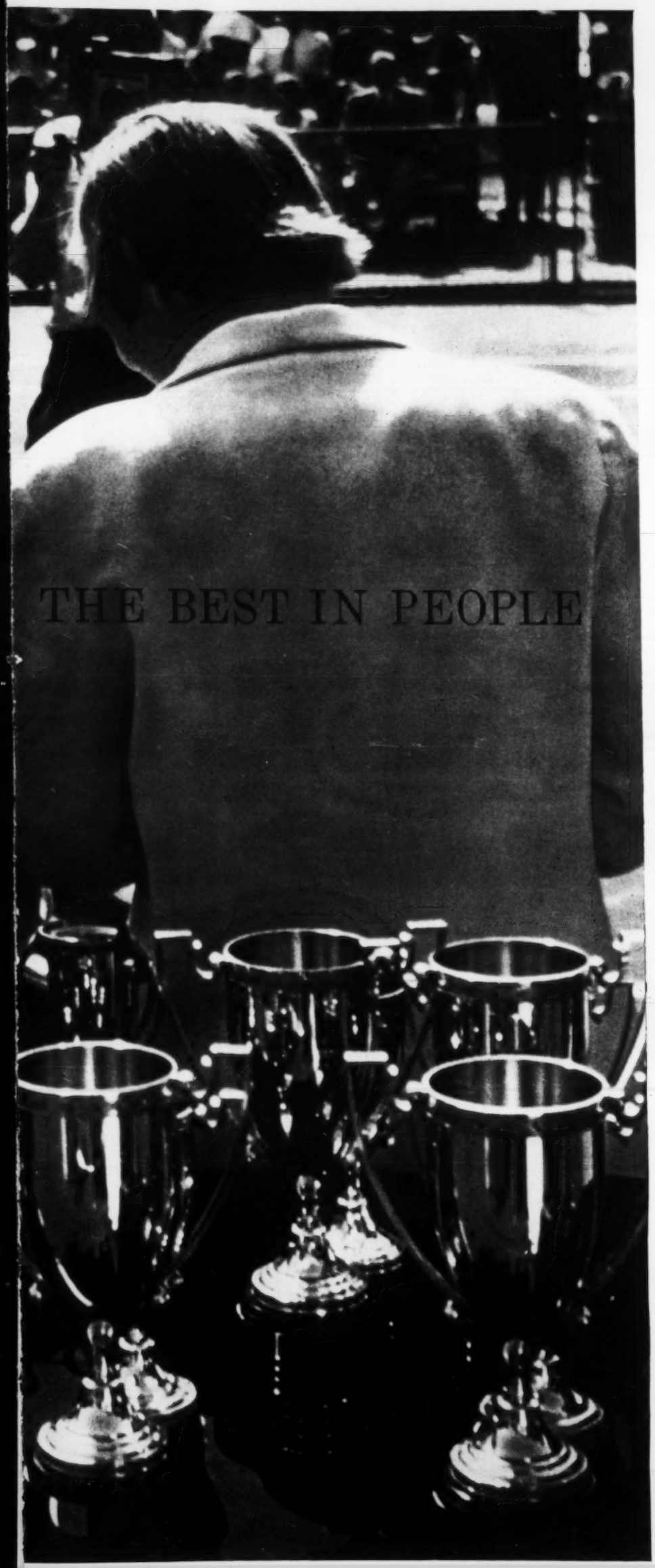
A TOP TEN BRANDS MARKET

Charlotte, N. C. · Daily Circulation over 222,000

Represented by The Katz Agency, Inc. Newspaper Division

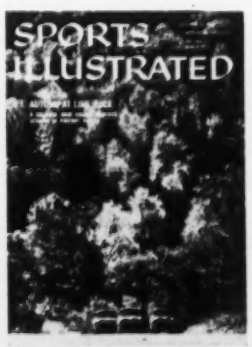
1 will get you 7

FUTURE DAVIS CUP STARS AT OJAI, CALIFORNIA—PHIL BATH



and Sports Illustrated brings out the best of people

. . . 900,000 families of them every week. (Not *every*one's for tennis, but you can bet they're unanimously *pour le sport*.) Altogether, they make up the fastest growing quality market in America—the families for whom sport is an essential of family well-being . . . In five years, the number of U.S. families with $10,000 incomes and over has doubled. SPORTS ILLUSTRATED's circulation has also doubled, from 450,000 to 900,000. And the SI median family income figure remains virtually the same—still the highest of any U.S. weekly that is read by the whole family . . . The big trend in U.S. life today is toward the active life—of pitching in, looking at and knowing about sports. You'll find the leaders of this life are the readers of SPORTS ILLUSTRATED.



THE
FIRST
MARKET
TO
BUY

The Editorial Viewpoint . . .

The West Grows Up

In this issue, ADVERTISING AGE presents a great deal of material about the 13 western states—statistics on population, earnings, living and spending patterns, marketing peculiarities, etc.

They serve, quite startlingly, to remind all of us of the enormous strides which the western section of the United States has made in recent years, and of its growing importance as a market.

There are climatic and geographical distinctions which have made the West different from other sections of the country and which will continue to make it different in many respects. But in this close-knit world, time inevitably works to erase fundamental differences and to make any one section of the country less different from and more similar to other sections of the country. And the same observation might easily be made on a worldwide scale. The difference between Pittsburgh and Peking is considerably less now than it was 50 years ago; and 50 years hence it will be considerably less than it is now.

But to return to the West: Diehard easterners, as well as ordinary people who learned their geographical and population statistics 20 or more years ago, will have to accustom themselves to the fact that California is America's largest state in terms of population—if not in the 1960 census, then inevitably by 1970—and that the center of everything seems inexorably to be moving westward.

The western states represent a huge market. By any standards you care to set up, it will become still bigger, still more relatively important, as time goes on.

Nonsense Revisited

Another person who has been reading our editorials recently is Clay W. Stephenson, head of the Houston agency which handles Maryland coffee. He objects strenuously to the editorial in our Sept. 14 issue anent putting coins into cans of coffee.

"To condemn a promotional idea without first seeking to understand the relationship of that idea to other ideas in an integrated marketing program is somewhat akin to quoting out of context excerpts of a speech not fully read," says Mr. Stephenson—who initiated the idea of putting coins in coffee cans back in 1957, when he was handling Boscul coffee.

He goes on to say that it is not easy to achieve distribution in a new market for a brand of coffee; that private label growth has been greater in coffee than in "almost any other" category of food products; and that "the major brands of nationally advertised coffee reveal a marked sameness in their advertising efforts, not the least of which is their uninterrupted three-year devotion to off-label deals." Maryland Club's "coin pack," he says, is restricted to new markets, is designed to hasten distribution and encourage sampling, etc., and it works.

Well, in this respect at least, Mr. Stephenson seems to have the weight of opinion on his side, since not only his client but two other coffees are currently being packed with coins in the can. As a novelty promotional device, the coin in the can may make sense—once.

But we hold to our original opinion that packaging cash as part of a commodity purchase is the ultimate in nonsense in pricing. And if it works—in the sense that people in substantial quantities would rather pay 25¢ more for a can of coffee and then get the 25¢ back when they open the coffee—then we feel a little sad about the general level of public intelligence.

Maybe we'd better all re-examine that old business about a 12-year-old public mentality.

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Gladys the beautiful receptionist

—Suzanne M. Grannis, Tripp, Grannis & Smith, Monterey, Cal.

"He didn't know what to wear to call on a union man."

And Now It's the ARF

The latest organization to wonder if its destiny does not include publication of a special journal for its membership is the Advertising Research Foundation. It is currently querying its members about their possible interest in a proposed journal of advertising research.

As examples of the type of material which such a proposed journal might publish, the ARF questionnaire cites articles published in recent issues of the *Journal of Marketing*, itself an association publication, and a couple of other publications also published by associations.

We have always believed, naively apparently, that a new publication ought to serve a function which no existing publication is serving, or at least serving well. But that can scarcely be true in this case. The journals whose articles the ARF cites as examples of the kind of material it might attract for its own specialized publication are extremely well edited and doing an excellent job. The *Journal of Marketing* in particular—the voice of the American Marketing Assn.—is not only well edited and well established but comes remarkably close to duplicating the scientific membership and field of interest of the ARF.

Under these circumstances, the proposed establishment of a special journal by the ARF strikes us as nothing but a useless boondoggle. The ARF has had its difficulties in the past, and it is by no means over them all now. There are any number of jobs it could and should do. Diverting energy or manpower or money to the publication of a journal which can only duplicate what is already being done well by others is not one of them.

Those Doctored Quiz Shows

The testimony about doctored quiz shows on television which the House committee on legislative oversight has released calls for comment, but we must confess it leaves us almost speechless.

About the only things that are clear are that a considerable fraud has been perpetrated upon the American public and that it will be virtually impossible ever again to run a show with substantial prizes, based on anything but pure chance, which will not be suspect.

We think it is a little silly for Rep. Harris to try to tag either FCC or FTC with the responsibility for these shows. Apparently the networks and the advertisers who supported the shows were also taken in, and yet, strangely enough, no law seems to have been broken.

Maybe the legal eagles working for networks and advertisers can work up a kind of release from program producers and packagers which would hold them responsible for heavy damages if any of them were to engage in this kind of shenanigans in the future.

Rough Proofs

A tv quiz show producer says people who thought the quizzes were on the level were very naive.

When they stop being naive, it will be very tough for tv producers.

•

Exposure of fixes on tv quiz shows shocked dedicated viewers in much the same way millions of naive baseball fans were shocked by the revelation that the World Series was thrown in 1919.

•

Chairman Doerfer, of the FCC, says he can't control the content of tv quiz shows, but he is going to keep "Lady Chatterly's Lover" off the screen at all costs.

That statement ought to give the book another sales boost.

•

The Crown Jewel "is an automatic blanket that fills the night with magic, caressing you to sleep with sorcerer speed."

Gee, it must be just as good as a cup of hot Ovaltine.

•

The least enthusiastic reception of the victory of the Dodgers in the World Series was recorded by the good burghers of their former habitat, Brooklyn.

•

Casey Stengel had so much fun writing about the Series for *Life* he may just decide it's hardly worth while fighting so hard to get into it.

•

"Memorize this gin ad and recite it at parties," suggests Schenley, with a roguish twinkle in its eye.

Well, it's about as interesting as most of the party conversation.

•

Dr. George Corner's contribution to the *Post* series, "Adventures of the Mind," dips into sex ethics in a way calculated to raise the temperature of the editor's mail to the boiling point.

•

Beer may be good for you, but you can not only not say it, you can't even hint at it, Washington has ruled.

Good try, anyway.

•

"Could *you* stay in business without paper and printing?" asks Hammermill.

Not if you're in the ad business.

•

"Every Viyella shirt has generous tails that stay tucked in."

A stingy shirt tail that's always hanging out is both miserly and embarrassing.

•

"Survey shows that women walk more miles than men."

That means they need either roller skates or Burlington support stockings.

COPY CUB.

Latest News about Newspaper Readership in Delaware Valley, U.S.A.

*Again the two leading newspapers almost balance in total readership...but The Inquirer shows a 30% lead in the sales-active suburbs**

A year ago, The Inquirer published Sindlinger's readership study of Philadelphia's two major newspapers. It covered 12 of 14 counties in the Philadelphia Retail Trading Area, and revealed The Daily Inquirer's greater strength in the suburban area—the richest part of the market. Here, in part, are the results of a *new* tabulation of Sindlinger data, which confirm the original report.

Again, the two leading newspapers are virtually equal in readership for the *total* area. But in the suburban portion—where 58% of the retail sales are made—The Daily Inquirer takes a substantial lead.

This latest Sindlinger report is based on 20,701 interviews, throughout *all* 14 counties of Delaware Valley, U.S.A. during 1958. Here are some of the highlights:

On an average weekday in Delaware Valley:

Daily Inquirer delivers	*Daily Bulletin delivers*
1,406,000 total adult readers	1,410,000 total adult readers

On an average weekday in suburban Delaware Valley:

Daily Inquirer delivers	*Daily Bulletin delivers*
706,000 adult readers	542,000 adult readers

While the city of Philadelphia is a prime target for sales, the rapidly growing suburbs demand a broadening of advertisers' sights. Suburban Philadelphia now accounts for 58% of the area's population, 61% of food sales, 65% of automotive sales, 56% of drug-store sales, 56% of appliance and furniture sales.

Here are the more significant readership figures for suburban Delaware Valley, as revealed by Sindlinger & Company:

Daily Inquirer (suburban)	*Daily Bulletin (suburban)*
706,000 total readers	542,000 total readers
359,000 men readers	269,000 men readers
347,000 women readers	273,000 women readers
593,000 exclusive readers	429,000 exclusive readers

In brief, The Inquirer delivers your advertising to 30% more suburban readers of all types—and it's the suburbanites in Delaware Valley who *make* more, *read* more, *buy* more.

Reasonable conclusion: If you want strong readership for your sales message in the city, plus *superior* readership in the suburbs . . . *put your advertising in The Inquirer!*

**Source: "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.*

The Philadelphia Inquirer

Good Mornings begin with The Inquirer for 1,406,000 adult readers

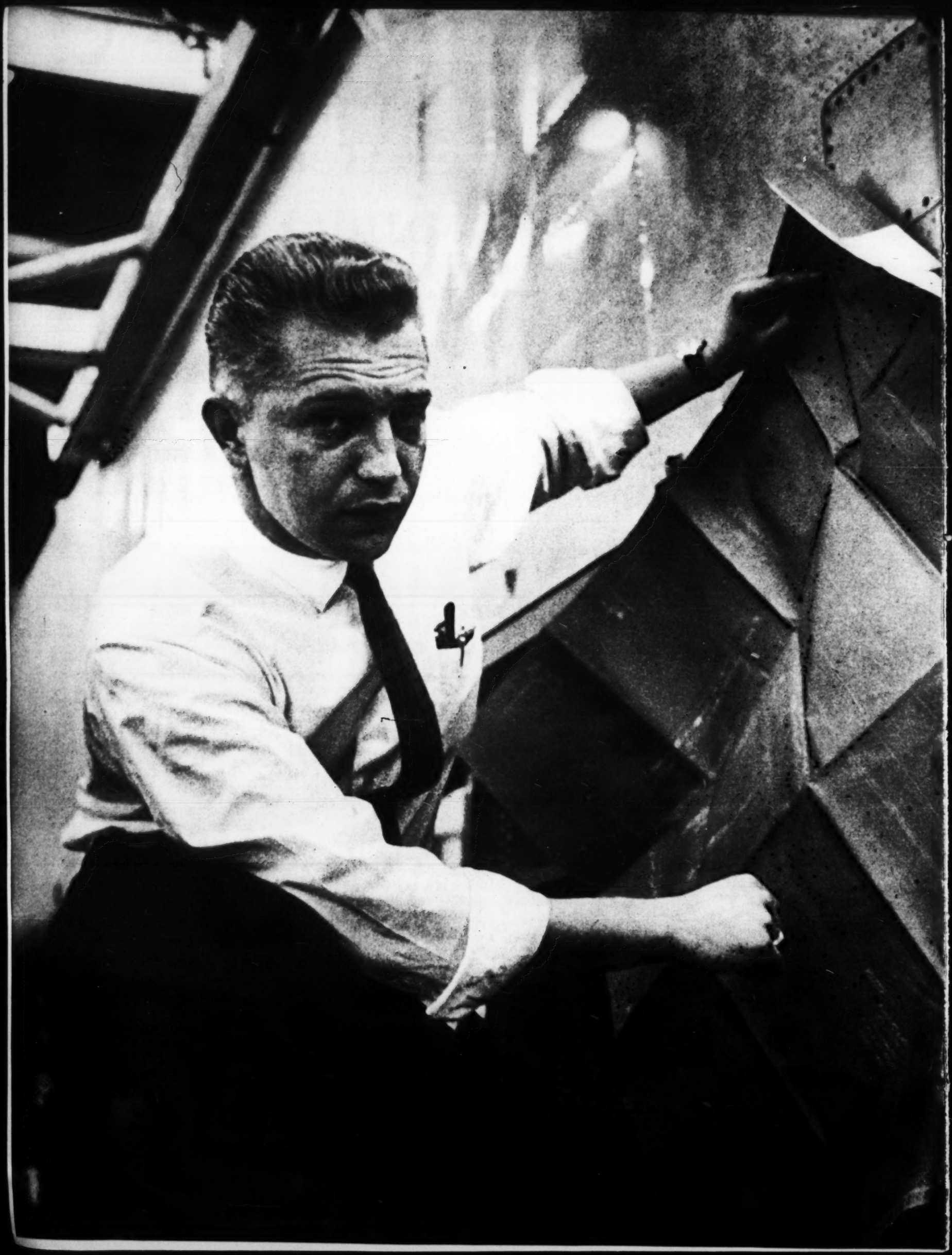
NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Andover 3-6270

DETROIT
RICHARD I. KRUG
Penobscot Bldg.
Woodward 5-7260

SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
FITZPATRICK ASSOCIATES
3460 Wilshire Boulevard
Dunkirk 5-3557



BASIC TEST FOR MEDIA SELECTION:

Ask anyone, anyone you're trying to sell in the aviation market, what publication he reads and respects most.

A powerful editorial force is a powerful selling force.

Aviation Week

Including ***Space Technology***

A McGraw-Hill Publication. 330 West 42nd St. New York 36, N. Y.

Aircraft – Missiles – Spacecraft

ABC PAID CIRCULATION 73,606

SELL a quarter of a million big consumers of prestige products and services

Doctors are a class market by themselves . . . successful businessmen . . . influential community leaders . . . sportsmen . . . better home owners . . . extensive travelers. Their buying decisions are often made on the quality products and services they see advertised in the AMA News.

sell a quarter of a million doctors every other week in... THE **AMA NEWS**

published by the AMERICAN MEDICAL ASSOCIATION
535 N. Dearborn St., Chicago 10, Ill.
475 Fifth Ave., New York 17, N. Y.
1919 Wilshire Blvd., Los Angeles 57, Calif.

New Fair Trade Law in Ohio Is Seen Under Fire

Under New Law, Retailer Accepting Price-Labeled Wares 'Agrees' to Price

CLEVELAND, Oct. 13—Ohio's new fair trade law will soon be the target of discount house proprietors and their lawyers—if the law is actually enforced. The legal shooting could start right after Oct. 22, when the new law goes into effect.

It was passed over Gov. Michael V. DiSalle's veto to replace Ohio's former fair trade law, which was declared unconstitutional in 1958, after being on the books 22 years.

Like the former statute, the new law permits manufacturers to fix minimum prices on trademarked items and allows them to enjoin retailers who cut below the price.

There's a difference this time: the manufacturer now must make an agreement—really not much more than a notification—that the item is to sell at the manufacturer's established price.

■ The old law required only one "contract" with one Ohio retailer to put fair trade in force for all the others.

Stamping the instructions on the package, or putting them in a letter to a retailer, is considered an agreement under the new statute.

Rebel retailers are said to be on the firing line throughout Ohio—waiting for a clash.

Hudson Distributers Inc., of this city, and four associated firms, have already drawn a bead on Upjohn Co., pharmaceutical manufacturer. Upjohn sent out word that its products would be fair traded in Ohio, and immediately Hudson Distributors was in court, contending that the new law was out of bounds, too.

Leonard Lane, attorney for Hudson, requested an immediate hearing "because of the economic importance of the matter." Mr. Lane said he would make this motion in replying to Upjohn's demurrer to his suit. Upjohn had said Hudson Distributors was yelling before it was hurt.

■ Also ready for action are two other Cleveland attorneys, Howard M. Metzenbaum and Elmer I. Schultz, who helped riddle the previous fair trade law in a suit brought by Union Carbide & Carbon Co. against a suburban discount store over price cutting on Prestone.

"The new law seems to have as many flaws as the old one," Mr. Schwartz said.

The man who sold the Prestone that thawed out the other fair trade law said he is still cool to the fair trade idea.

"I'm just a little bald-headed guy," said Melvin Jay, proprietor of the hangar-like Bargain Fair, in Mentor, O. "But I try to fight for what I think is right. I think that when I buy merchandise and pay for it, it becomes my merchandise and I can sell it for whatever I want to."

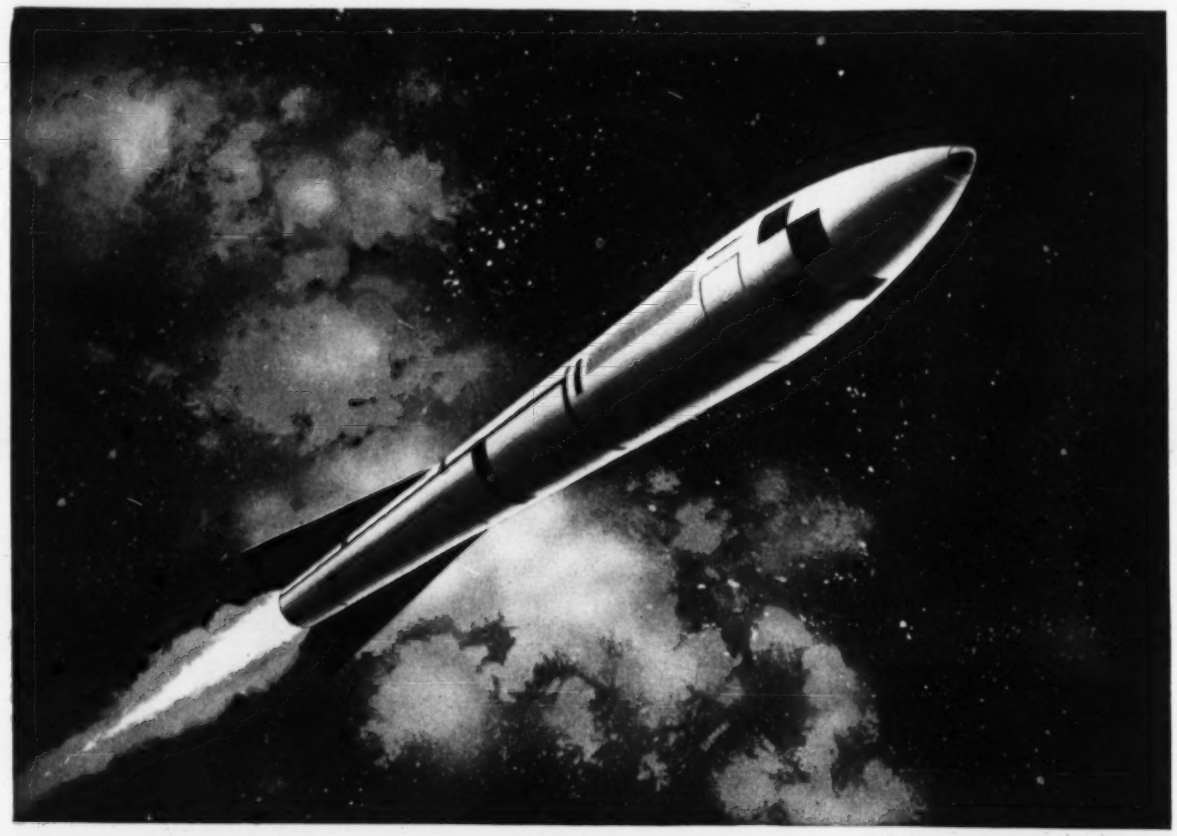
The old law tripped on a can of Prestone sold by Bargain Fair for $2.49 instead of the $2.95 price set by Union Carbide. The company enjoined the store, and they both went to the Ohio supreme court.

■ The new law says that when a retailer buys an item under notice that a fair trade price has been set, his acceptance of the article constitutes an agreement to charge the quoted price.

Observers believe items sold in drug, hardware and department stores will be most likely involved in the new statute. They point out that while autos, radios, tv and other appliances are also covered, customers buying these products usually trade in used ones. It's difficult, in those cases, to prove a fair trade violation, because the retailer can set whatever price he wants on the trade-in.

The observers also think that some manufacturers will not try to go back to fair trade—that they have lived without it in Ohio for months and still have kept up sales.

Discount houses may use different sales and advertising approaches to keep the law from falling upon them. They grew up and flourished under fair trade and are expected to keep flourishing. #



U. S. Army Sergeant, Surface to Surface Artillery Weapon. Range 50 miles.

It's Loaded

with buying power...

THE INDIANAPOLIS AREA*

● This is the trading area that's really blasting ahead. With over two million population it ranks with the biggest. And with more spending power per family it leads most.

For example, retail sales in this rich 45-county area are higher than the state retail sales in each of 23 different *states!* In this prosperous metropolitan area retail sales per family are 15.9 percent *above* the national average.

What's more, metropolitan Indianapolis ranks 13th among cities over 650,000 in effective buying income per household.

The Indianapolis area means business! And with 54.9% coverage of the area The Star and The News can make it *big* business for your product or service. Write today for a copy of FACTS, a condensed report of the economic picture of metropolitan Indianapolis.

†Sales Management, Survey of Buying Power, 1959

*THE 45-COUNTY TRADING AREA THAT'S BIGGER THAN YOU THINK!

Population:	2,152,000
Income:	$3,823,053,000
Retail Sales:	$2,466,255,000
Coverage:	54.9% By The Star and The News

The Indianapolis STAR Morning & Sunday
The Indianapolis NEWS Evening

KELLY-SMITH COMPANY • NATIONAL REPRESENTATIVES

This is the spot for a commercial

She has to keep her *eyes* on her mirror, but her *mind* is all yours! Multiply this receptivity by thousands of nightly pin-ups and millions of daily household duties ... and you'll see why Spot Radio pays off BIG for advertisers.

KOB ....Albuquerque	WKMH ..... Detroit	WINZ ..... Miami	KPOJ ..... Portland	KOBY ..San Francisco
WSB ..... Atlanta	WANE .... Fort Wayne	WISN ..... Milwaukee	WJAR .... Providence	KMA ....Shenandoah
WGR ..... Buffalo	WSVA ...Harrisonburg	KSTP . Minneapolis-St. Paul	WRNL ..... Richmond	KREM .....Spokane
WGN ..... Chicago	KPRC ..... Houston	WTAR ..... Norfolk	KCRA ....Sacramento	WGTO Tampa-Orlando
WFAA . Dallas-Ft. Worth	WISH ....Indianapolis	KFAB ..... Omaha	WOAI ....San Antonio	KVOO .....Tulsa
	KARK .....Little Rock	WIP ..... Philadelphia	KFMB .....San Diego	

Radio Division

Edward Petry & Co., Inc.

The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

Special interest magazines

COSMOPOLITAN
OCTOBER, 1959 · 35¢
The Lap of Luxury
SPECIAL SECTION:
ARE YOU LIVING TOO RICH?
What overindulgence in the good things of life can do.
UP IN THOSE WALDORF TOWERS
Home Sweet Home to some—a rendezvous for others.
BARBARA'S SON—LANCE REVENTLOW
The heir to $100,000,000 who looks death in the eye for his fun.
ELEGANCE CAN BE RENTED
Big business in part-time estates, butlers, Rolls Royces, furs, jewels.
MILLIONAIRES WITH A CONSCIENCE
Little-known rich men who dedicate their lives to good works.
SUPER MARKET IN STOCKS
Housewives take the plunge while buying the family groceries.
GOVERNOR "ROCKY" ROCKEFELLER
How Nelson prevents his money and his name from getting in his way.
PHILADELPHIA'S ROBIN HOOD SWINDLER
How Honest Bob Boltz charmed the Main Liners out of $2,500,000.
NON-FICTION FEATURE:
The Windsors' Mournful Life
As the party glitter begins to pall, are there some regrets?
FICTION:
AMERICAN AUTUMN ..... Paul Darcy Boles
THE QUIET BABY ..... Ethel Edison Gordon
PRELUDE TO A KISS ..... Mel Heimer
FOOTBALL MAJORS AT PACIFIC U. .. William Sambrot
Sleep Long, My Love
Complete Murder Mystery Novel by Hillary Waugh
FEATURES:
Entertainment: The Show Business Angel. Travel: Great Private Homes You Can Visit. So You Want to Get in the Social Register. Also, a Medical Case History; Book Reviews; and Jon Whitcomb Interviews That Master of Mayhem — Alfred Hitchcock
Judy DeFoe—$250,000 jewels

BAZAAR	SPORTS AFIELD	MOTOR	TOWN & COUNTRY
SCIENCE DIGEST	POPULAR MECHANICS	American Druggist	Bride & Home

get ACTION!

© 1959 by The Hearst Corporation

"We find that COSMOPOLITAN newsstand circulation means greater response in dollar sales"

More than 162,000,000 books distributed at a retail value of almost $500,000,000 represents no mean merchandising achievement—yet such is the record of the Book-of-the-Month Club, which has increased its reliance on *Cosmopolitan* from 5 pages per year in 1954 to 17 pages in 1959.

Writes Mr. Robert Beatty, the man responsible for media selection: "We find that newsstand circulation is the most responsive for our purposes because the person who buys the magazine singly obviously wants it, will read it, and thus is a better customer for us."

Almost a million times each month readers with receptive minds, and above average incomes, put 35¢ on the line for *Cosmopolitan at the newsstand*. Which means that *Cosmopolitan* doesn't reach for an audience —the audience reaches for *Cosmopolitan*.

Advertising in a climate of special interest

Just as *Cosmopolitan's* unique format of one theme per issue explored in depth singles out a particular audience of readers eager to widen their horizons, and to enjoy new ideas and new products, so each Hearst Special Interest Magazine is dedicated to one particular special interest group.

As a result, advertisers with related products are sure of a pre-conditioned audience—of a magazine in which each advertising message is backed by editorial influence that provides a tailwind for across-the counter dollar sales.

HEARST MAGAZINES GET ACTION

Six Keys to Profits Through Action

- Hearst readers are prospects, not just suspects
- Advertising is focused where interest is keenest
- Editorial and advertising content work together
- Editorial integrity lends prestige to advertising
- Each Hearst Magazine is an authority in its field
- Hearst readers are sold—only need to be told!

House Beautiful | Good Housekeeping

MOTOR BOATING | NEW Medical Materia

Ads Sell More in Sioux City!

Productive advertising starts with a productive market . . . and Sioux City's Billion-Dollar Siouxland Market is right on top of the list. Want sales results from your advertising? . . . Then be sure your schedule includes Sioux City, Iowa.

LOOK WHAT'S HAPPENING IN SIOUX CITY

RETAIL SALES UP 14% · CONSTRUCTION UP 16% · BANK CLEARINGS UP 24% · LIVESTOCK RECEIPTS UP 20%

When it comes to selling Siouxland's 833,600 people with their $1,208,310,000 effective buying income . . . Nothing does it like the Sioux City daily newspapers! Sioux City's dailies give you 100% coverage of metropolitan Sioux City; 94% coverage of the 4 adjacent counties; 76% coverage of the 12 county primary market and dominant coverage of the entire 49 county Siouxland area.

The Sioux City Journal
JOURNAL-TRIBUNE
MORNING EVENING SUNDAY

FULL R. O. P. COLOR available for maximum sales impact

NATIONAL REPRESENTATIVES—JANN & KELLEY, INC.

Detractors of Pharmaceutical Advertisers Have 'Myopic Vision,' Dr. Austin Smith Says

NEW YORK, Oct. 13—The pharmaceutical industry, currently under sharp attack, did some counter-punching last week. The occasion was the 25th anniversary luncheon of the Pharmaceutical Advertising Co. of New York.

Dr. Austin Smith, president of the Pharmaceutical Manufacturers Assn., attacked detractors of the industry as people with "myopic vision."

Dr. Smith said he wasn't sure now much of the criticism "is due to ignorance and how much to sheer cussedness, but regardless of the cause there is too much of it and this country will suffer because of it."

■ Dr. Smith spoke in generalities. He named no names. However, reading between the lines, one could pick out veiled references to the recent *Saturday Review* articles attacking the advertising done by Chas. Pfizer & Co. and to the public hearings on the drug industry which Sen. Estes Kefauver will open on Nov. 30.

"The myopic obstacles to progress that I have in mind," Dr. Smith declared, "are the writer with critical pens and whose motto seems to be, 'Let us not construct when we can destroy'."

And, later on, he added, "I have in mind those who are misled into believing legislative force is increasingly necessary for all of us."

And still later, he said, "and I have in mind the disloyalty of those who seemingly are willing to bite the hand that feeds them in business and social circles." This was apparently a reference to drug company executives who have reportedly fed information to John Lear, science editor of *Saturday Review*.

■ Dr. Smith promised that the industry will defend itself. He reported that his own organization, the PMA, "is attempting to gather information on the drug industry such as has never before been compiled. It will share this information with all who are interested. In addition, having accumulated these data, it will begin an educational program such as the drug industry never before has attempted."

Dr. Smith, however, gave no details of this impending educational program.

Dr. Smith asserted that the industry is in no need of outside regulation. He appealed to members of the industry to do their own policing. "Were everyone to sweep before his own house, every street would be clean," he noted.

■ Dr. Smith conceded that at times pharmaceutical advertisers have, "in moments of enthusiasm," indulged in exaggeration, but he added:

"Has the end result in general been one of disservice or is it in the nature of widespread benefit? Has the public gained or lost by typical American aggressive selling practices?

"What I would like to have you believe is this: Advertising helped make this country grow. If there are abuses, people in advertising circles have helped create them. Well, if they created these abuses, they can control them—and in my opinion can do it without regulatory measures."

■ *Saturday Review*, which has accused Pfizer of unethical promotion of ethical drugs, came in for a tongue-lashing from Thomas P. Lewis, president of the Pharmaceutical Advertising Club and president of Tailby-Nason Co. In the PAC's October newsletter, out last week, Mr. Lewis charges that "this limited-circulation magazine has embarked upon a 'crusade' for the usual purpose of increasing circulation."

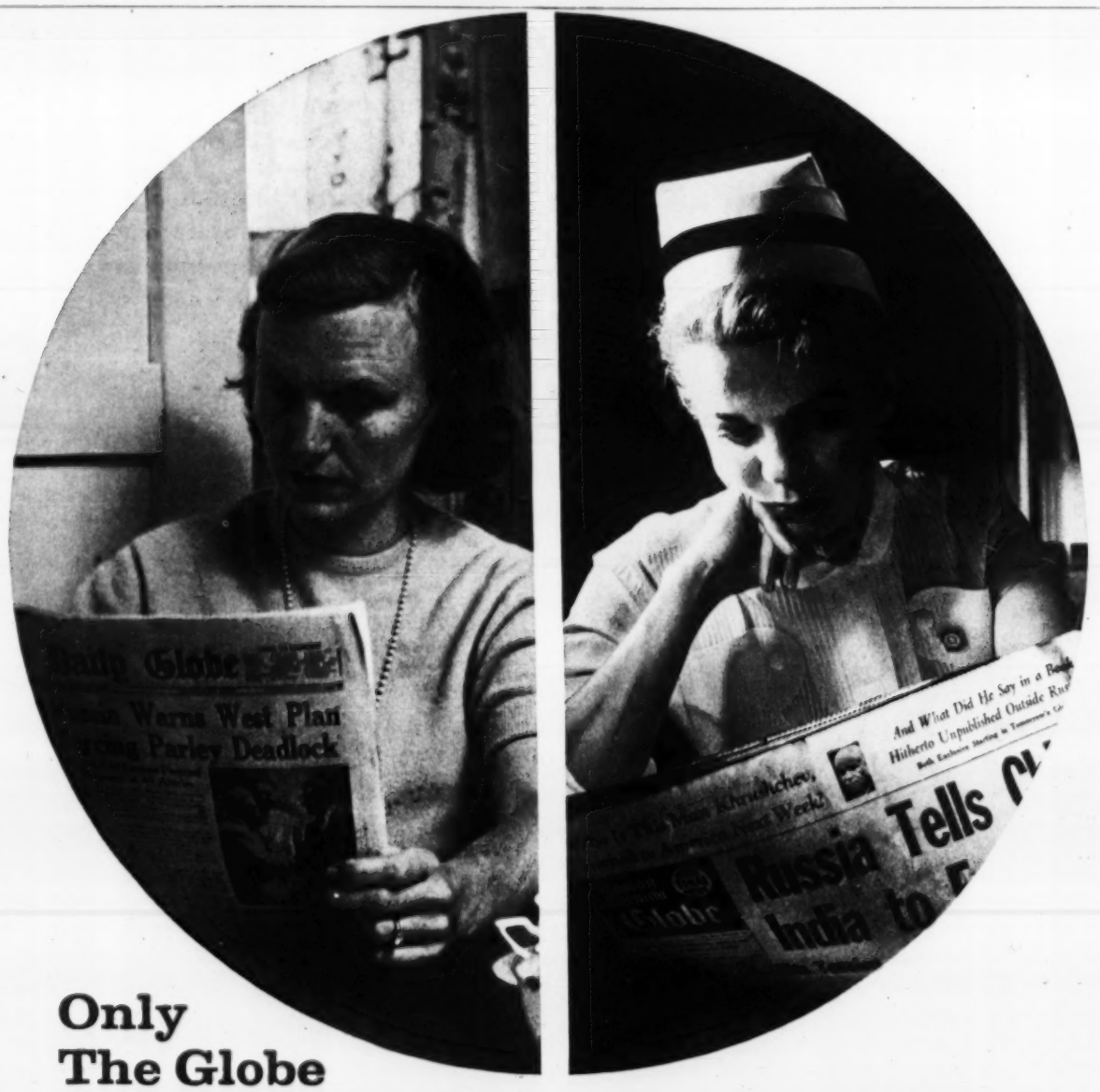
Mr. Lewis said the present regulations of the Federal Trade Commission and "jealous vigilance" of the industry itself are safeguards enough against any abuses. #

Hodshire Named VP at Maxon

Allen Z. Hodshire, who handles World Series commercials for Gillette Co. among his other radio-tv duties at Maxon Inc., New York, was promoted to vp. He joined the agency from Kenyon & Eckhardt in 1955.

Cyanamid Boosts Jesse Ward

Jesse D. Ward, who joined American Cyanamid Co., New York, in 1944, has been appointed advertising manager of the pigments division.



Only The Globe delivers fresh readers twice a day

Because morning and evening editions are almost the same, you get almost no duplicated circulation. More of *everybody* reads The Globe. More men. More women. More young people. More intowners. More suburbanites. More readers in each income group. Ask your Globe representative for all the Global truths — from Sindlinger to Media Records to ROP full color. The Globe can do worlds for you in Boston.

The Boston Globe puts the world at your fingertips

Morning
Evening
Sunday

Interested prospects ... for pennies!**

By interested prospects we mean the men who gave these ads their full attention all the way through and could discuss them intelligently in a closed-book interview!

Our research shows that these prospects absorbed the *complete* sales message of these manufacturers – not to mention the 35% to 80% of the readers who recalled having seen the ads, nor the 10% to 70% who read part of the message. These prospects *got it all!*

There just is no other way to reach into all the "layers" of buying influence* in the electric power industry and plant your sales message with the men who are actively seeking information about your product *right now!*

These ads are typical, effective, sales communications. They found prospects, softened sales resistance, and cost only pennies to achieve full, proved, sales message impression. Are you sure your printed communications are this effective? – this economical?

FOR MORE DEPENDABLE CIRCUIT PROTECTION
FEDERAL PACIFIC
TYPE AF OIL CIRCUIT BREAKERS
FEDERAL PACIFIC ELECTRIC COMPANY

=

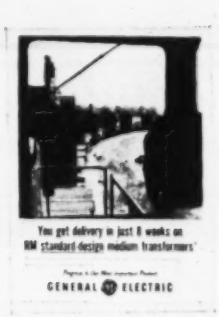
Divn. Trans. & Dist. Engr.: ". . . interested in this right now."

Supt. System Opn.: "If it has the features they say it has, we would use it . . . our bird and squirrel faults are terrible. I shall look into it further."

Supt. Trans. & Dist. Opn.: "We'd be interested . . . our faults are continually increasing."

Cost of space 7¢ per interested, thorough reader:

@



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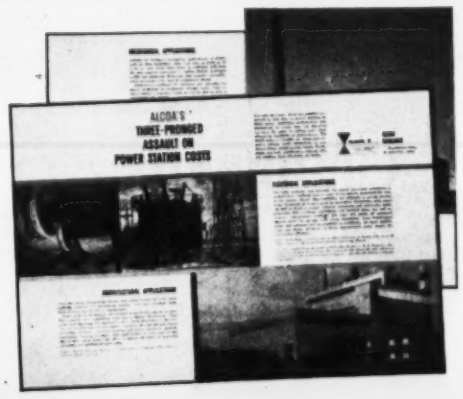
Divn. Engr.: ". . . so many of these transformers are manufactured and shipped, you can't go wrong with them."

Engr. Mgr. T&D Engr.: "It has been discussed with our engineers. We may have use for these transformers."

Dist. Dsgr. T&D Engr.: ". . . if we need these transformers, we could get them in record time."

Cost of space 6¢ per interested, thorough reader:

@



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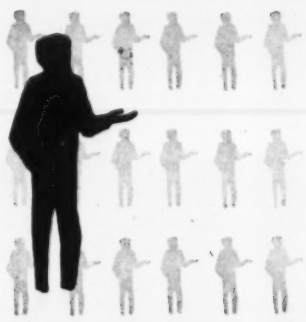

Purch. Asst.: ". . . working on an aluminum cost study now . . . information comes in handy."

Asst. Mgr. Generation: "Have used aluminum before . . . will put some test sections in our river water."

Supt. Engr. Generation: "We have about four aluminum substations . . . getting into aluminum more and more."

Cost of space 7.3¢ per interested, thorough reader:

@

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* Have you seen the New Electrical World Study of Purchasing Influence in the Electric Utility Industry? It covers 21 different product categories, including yours. Ask your Electrical World representative.

Electrical World

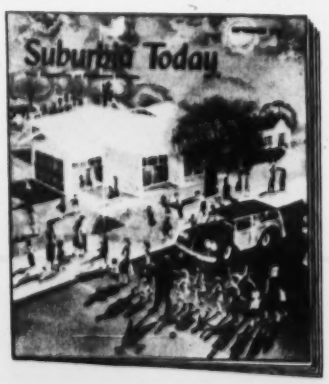
ABC ABP

A McGraw-Hill Publication • 330 West 42nd Street • New York 36, N. Y.

** Based upon findings of the Electical World readership research program which is mutually supported by manufacturers and this publication.

WANT SALES?

GET THEM IN TODAY'S GIANT, NEW SUBURBAN SUPERMARKETS AND SHOPPING CENTERS.....



Suburbia Today™

Leonard S. Davidow, Publisher
Patrick E. O'Rourke, Advertising Manager
John M. Badger, Western Advertising Manager

153 NORTH MICHIGAN AVENUE, CHICAGO 1, ILLINOIS

James L. Thompson, Advertising Manager
NEW YORK 22: 405 Park Avenue, PLaza 5-7900
DETROIT 2: 3-223 General Motors Building, TRinity 1-5262
CLEVELAND 15: 604 Hanna Building, PRospect 1-4677
ATLANTA 3: Cogill, Pirnie & Brown, 1722 Rhodes Haverty Bldg., JAckson 2-8113

The Magnificent Market of

Suburbia Today

T.M.

The Magazine of Pleasant Places

Today's most-traveled traffic lanes are in the giant supermarkets and shopping centers that are synonymous with the booming market of Suburbia. The loaded shopping carts, busy checkout counters and car-filled parking lots mark today's rocketing sales in The Magnificent Market of SUBURBIA TODAY.

SUBURBIA TODAY is the big push behind record sales in 460 top-rated suburban communities. It is the colorgravure magazine distributed exclusively in suburbs selected for their concentration of high-income, home-owning, multi-car families who *live in the suburbs and buy in the suburbs.*

It delivers important depth coverage of today's top market for quality products. SUBURBIA TODAY concentrates your product story on the prime customers of today's new supermarkets and shopping centers. It gets top attention and response from customers who buy for larger families—who spend more for quality.

SUBURBIA TODAY reaches 1,248,675 homes together with 188 influential local suburban newspapers—the same newspapers retailers use for their own advertising. It delivers a powerful combination of high readership, depth coverage, and enthusiastic dealer support all concentrated in the hand-picked suburbs in the booming market of SUBURBIA TODAY.

A sure way to get your product firmly established on shopping lists in the exploding land of giant supermarkets and shopping centers is to have SUBURBIA TODAY high on your list of media for 1960. Call your nearest SUBURBIA TODAY representative for full information.

Look at ALL THREE!

The U.S.A., Hawaii and Canada are strategically covered with Sheraton Hotels — a whopping 54 in fact

Believe it or not, you can get a reservation for any of these 54 hotels, even the four in Hawaii, in just 4 seconds via Sheraton's electronic *RESERVATRON*. Try it. Just call the Sheraton Hotel nearest you. This service is gratis. WRITE FOR FAT FREE BOOKLET: 96 pages to fill you in on the wonders of Sheraton Hotels in 39 cities (and to show us how this ad pulls). Address: Sheraton Corp., Ad Age Ad #7, 470 Atlantic Ave., Boston, Mass.

Armstrong Cork Runs 12-Page Ad in Architectural Books

Armstrong Cork Co., Lancaster, Pa., will run a 12-page color insert in the November issues of *Architectural Forum* and *Architectural Record*. The ad will promote Armstrong Acoustical Fire Guard, a fire protective acoustical ceiling material. The insert will present case histories to show how the product has saved time and expense during construction or has resulted in lower fire insurance rates. Details of different Fire Guard installation systems will also be given.

A commercial on the "Armstrong Circle Theater" (CBS-TV) Sept. 30 also promoted the product. From Oct. 26-Nov. 6, 173,000 advance copies of the ad will be mailed in the form of a booklet to the building, school, hospital and insurance fields. Ogilvy, Benson & Mather, New York, is the agency.

New Study by Urban Land Institute Sees Super Cities Ahead

WASHINGTON, Oct. 13—Ten super metropolitan areas will account for about a third of the nation's population, in another 40 years, according to an extensive study, "Metropolitanization of the U.S." just released by the Urban Land Institute of Washington.

The study is the work of Dr. Jerome P. Pickard, economic geographer and population analyst. It reports that by the year 2,000 85% of the country's population, about 320,000,000 persons, will be living in 300 standard metropolitan areas.

New York is expected to remain the largest center of population with 23,000,000 persons. Los Angeles would have 20,000,000; Chicago, 11,000,000; Detroit, 9,500,000, and San Francisco, 7,500,000.

■ Five new "super areas" would include a Chesapeake and Potomac city of 9,500,000, including Baltimore and Washington; a Delaware Valley city of 8,500,000 centering on Philadelphia; a south east Florida city of 6,500,000 with Miami as the hub; a north east city of 6,000,000 around Boston and a Cuyahoga Valley city of 5,000,000 including Cleveland.

■ Another 40% of the people will live in 285 smaller metropolitan areas of 100,000 to 5,000,000.

Presently the research director of Hammer & Co. Associates, economic and business consultants of Atlanta and Washington, Dr. Pickard was formerly research director of the economic development committee of the Washington board of trade.

His study, the product of more than two years' work, offers a number of practical and immediate uses to business, financial, and governmental interests. These include forecasting and planning the needs of a growing population; relating metropolitan area growth to regional problems; enabling land-use planning and potential demand for business services.

The 95-page publication contains 23 charts and graphs and 25 separate statistical tables.

■ Dr. Pickard's study is the second in the new series of "research monographs" being issued by the Urban Land Institute. The first was "Urban Real Estate Research" by Dr. David T. Rowlands of the Wharton school of finance and commerce, University of Pennsylvania.

Copies of the "research monographs" are $4 each and may be ordered from the institute, 1200 18th St., N. W., Washington 6. #

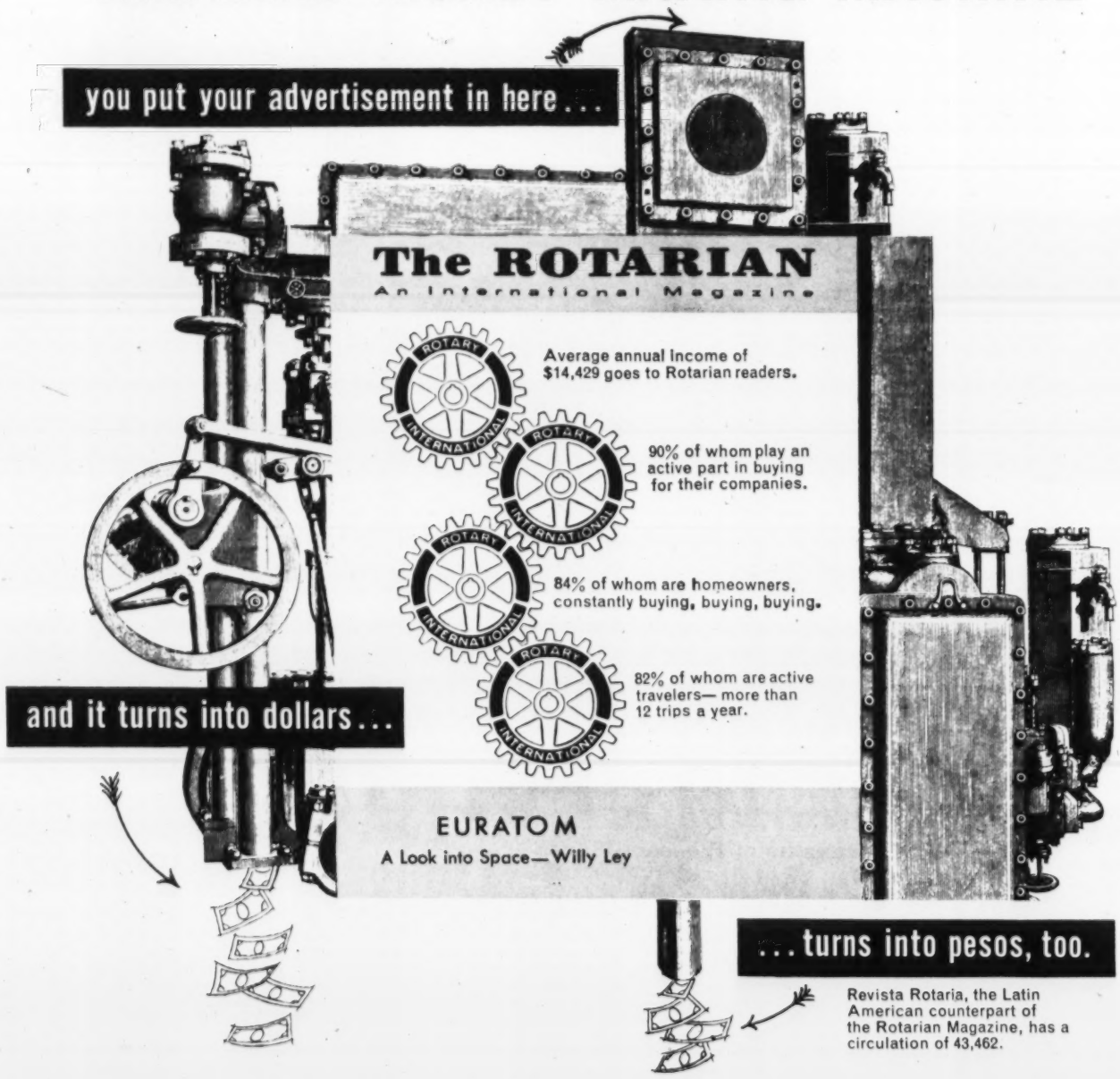
GF Launches New Potatoes

Minute Sliced Potatoes, a dehydrated product, is being introduced nationally this month by General Foods Corp., White Plains, N. Y. One 8-oz. package yields up to 10 servings and will sell at 39-41¢ a package. A major program will back up the introduction including television, national and independent Sunday supplements, area trade promotions and in-store displays. Foote, Cone & Belding, New York, is the agency.

Schick Sets Crown Jewel

Crown Jewel, a new ladies shaver, will be introduced by Schick Inc., Lancaster, Pa., Oct. 22 on the CBS-TV spectacular, "The Big Party." This will be followed by color spreads in *Esquire*, *Life*, *McCall's*, *Seventeen*, *Vogue* and additional commercials on future CBS-TV spectaculars. Suggested retail price of the Crown Jewel is $17.50. Benton & Bowles, New York, is the agency.

AMAZING MONEY MAKING MACHINE


you put your advertisement in here...
The ROTARIAN
An International Magazine
Average annual Income of $14,429 goes to Rotarian readers.
90% of whom play an active part in buying for their companies.
84% of whom are homeowners, constantly buying, buying, buying.
82% of whom are active travelers— more than 12 trips a year.
EURATOM
A Look into Space—Willy Ley
and it turns into dollars...
...turns into pesos, too.
Revista Rotaria, the Latin American counterpart of the Rotarian Magazine, has a circulation of 43,462.

The Rotarian Magazine delivers this wealthy, influential audience of 357,390 subscribers to you for the low, low cost of $3.69 a thousand.

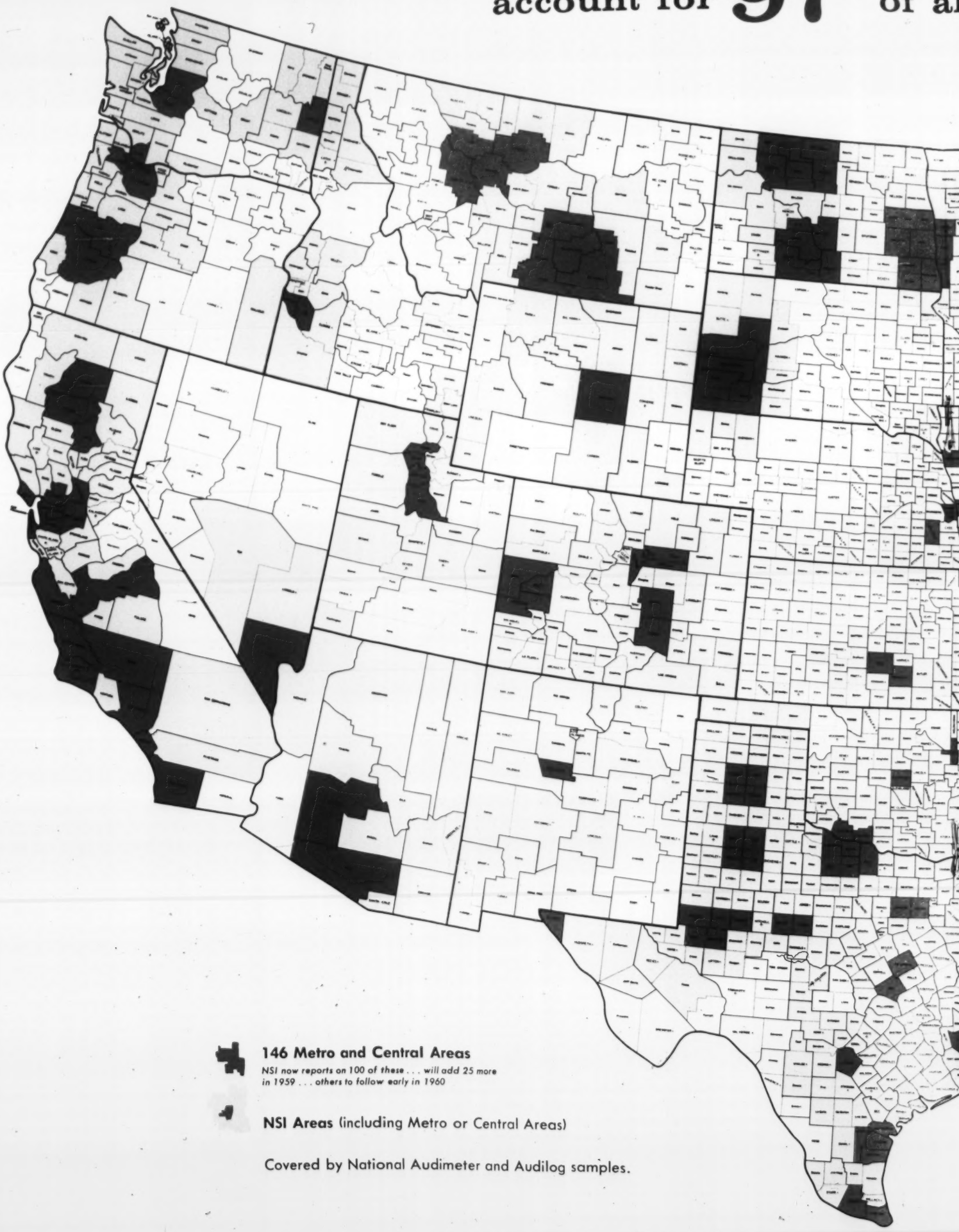
We'll be happy to send you a complete story of The Rotarian Reader, done for us by Market Facts, Inc. Send for the study of Revista Rotaria, too. Write to:

The Rotarian Revista Rotaria

1600 Ridge Avenue, Evanston, Illinois

Covering **97%** of all U.S. viewing

These 146 market areas (231 cities) account for 97% of al



146 Metro and Central Areas
NSI now reports on 100 of these . . . will add 25 more in 1959 . . . others to follow early in 1960

NSI Areas (including Metro or Central Areas)

Covered by National Audimeter and Audilog samples.

Copyright 1959 by A. C. Nielsen Company

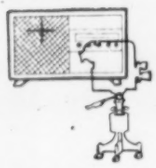
)

all TV viewing in the U.S.

and

NIELSEN STATION INDEX reports fully on each of them

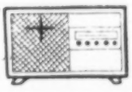
Individual maps
of each of the 146 market areas
on this map are available
in book form.
See next page for details.



The facts you need to invest broadcast dollars wisely

To meet the demand for truly comprehensive tv audience measurements at *local* levels in all parts of the country, the number of Nielsen Station Index market areas has been substantially increased . . . from 32 in '58 to 146 by '60. Every area in the U. S. with two or more tv transmitters will be reported . . . 97 percent of all tv viewing. Similar information is available for radio in 34 major areas which account for the great majority of U. S. radio listening.

Never before has so much reliable information about local audiences been available from one source:



Number of homes reached . . . by station

NSI tells you (for each of the 146 Metro or Central Areas) the number of tv homes – and the percent reached by each station during any specific time period. In addition, you are given the total *number* of homes reached by each station, regardless of where the homes are located . . . in other words, the total reach in terms of families delivered.

Composition of audience for each 15-minute period

NSI tells you, for each station for each quarter-hour from 6 a.m. to midnight, seven days a week, the number of viewers per home and their distribution by men, women, teenagers and children . . . to show you whether your messages are reaching your best customers.

Reports based on 4- or 8-week average

NSI measures radio and tv time period audiences over a broad time span (4 or 8 weeks) so as to report the *average condition* . . . this avoids misleading results caused by changes in programming, special promotions and other untypical influences.

Each market is reported season to season – from 2 to 12 times a year depending upon the size and importance of the area. Right now NSI issues over 720 different seasonal market reports a year – by next spring 800!

NSI and U. S. Census Metro Areas are identical

NSI Metro Market Areas are those determined by the U.S. Census and used by most marketing research organizations. For smaller market areas, NSI has created "Central Areas" based on local tv conditions. Information reported by NSI dovetails neatly with company and agency marketing plans and analyses.

Supplements national tv and radio ratings

NSI is completely compatible with Nielsen Radio & Television Indexes (NRI & NTI) which measure and report national network audiences. NSI supplies parallel information for each individual station in the network. Knowledge of this kind quickly locates areas of strength and of weakness in national coverage . . . and provides basic information for interpretation or corrective measures.

Backed by 20 years of tested audience measurement

The wide acceptance of Nielsen radio and television ratings and measurements . . . both national and local . . . is founded on sound research methodology. Basic data are sound . . . free of personal bias, lapse of memory, ego-saving reporting and similar human foibles. Data processing is scientific. Special electronic equipment, much of it developed by Nielsen, reduces millions of pieces of information to usable and reliable measurements and ratings.

The men responsible for the development and operation of NSI include experienced radio and television executives with years of service in major advertising agencies, networks, stations and corporations. They have used Nielsen services themselves and know what time-buyers, marketing directors, advertisers and others want and expect from a measurement service.

But this is only part of the NSI story

There is a lot more to NSI than reported here. If you will let us know when it would be convenient we will tell you the whole story and show you how NSI is used to make television and radio dollars work harder.

FREE to all responsible for buying or selling radio and tv time.

Handy 160-page book of basic facts about the 146 NSI market areas. Individual maps show each Metro or Central Area and surrounding counties. Data include: Number of homes in Metro Area, tv homes, radio homes, major stations, etc.

Please give your name, company, position and business address when requesting this valuable book.

Nielsen Station Index

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

CALL . . . WIRE . . . OR WRITE TODAY FOR ALL THE FACTS

CHICAGO 1, ILLINOIS
360 N. Michigan Ave., FRanklin 2-3810

NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 5-0021

The following terms are Trade Marks or Service Marks of A. C. Nielsen Company:
NSI (Nielsen Station Index)
NTI (Nielsen Television Index)
NRI (Nielsen Radio Index)
NIELSEN MARKETING SERVICE
AUDIMETER, AUDILOG.

CHILI WINTER AHEAD—*Brooks Foods Inc., Collinsville, Ill., will use a 1,000-line b&w newspaper ad to kick off its fall and winter drive for chili hot beans. Ads will also appear in Everywoman's Family Circle and Woman's Day November issues. D'Arcy Advertising Co., St. Louis, is the agency.*

Extrad Agency Files Bankruptcy Petition

NEW YORK, Oct. 13—Extrad Co., an agency located at 18 W. 56th St., has filed a voluntary petition in bankruptcy in U.S. district court, listing liabilities of $72,777 and assets of $2,946.

The petition was signed by A. Lewis King, as president and sole stockholder of Extrad. Mr. King told ADVERTISING AGE that he expects to continue in business, though he was not sure under what name. He declined to give any information concerning his accounts or billings.

The bankruptcy schedule lists 65 creditors including 11 radio stations in California and Texas for nominal amounts. The largest creditor is WATV, Newark, for $7,143. Other creditors are WABD, New York, for $6,933, and American Broadcasting Co. for $4,713.

Among the agency's former accounts was National Food Clubs, which went out of business some time ago.

Extrad was originally organized as Lewis King-Sidney Flamm Associates Inc. on May 11, 1954. The corporate name was changed to King Advertising Associates Aug. 24, 1955, and last May 5 was again changed to Extrad Co. #

Cities Service Petroleum Names Keck to New Ad Post

Raymond C. Keck, formerly advertising and sales promotion manager of Cities Service Oil Co. (Pa.), has been named manager of the advertising department of Cities Service Petroleum Inc., New York, a new position.

Raymond C. Keck

Robert D. Weppler, formerly of the sales staff of Cities Service (Pa.), succeeds Mr. Keck as advertising manager.

'Holiday Inn' Debuts

Holiday Inns of America, Memphis, will begin publication of *Holiday Inn Magazine*, to be distributed to guests at the 106 Holiday Inns throughout the U.S., in late November. Circulation guarantee is 100,000, with a b&w page rate of $1,500. The magazine, featuring travel and regional attractions, has named Dean C. DuBois, of the Holiday Inn pr staff, executive editor.

National Flower Vote Pushed by FTDA in Two Medi

DETROIT, Oct. 13—Balloting currently is under way to determine which flower is the most popular in the U.S.

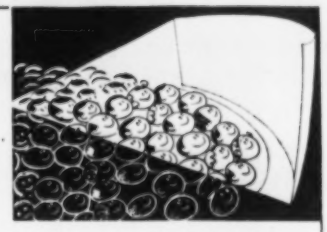
The Florist Telegraph Delivery Assn. has printed ballots listing 19 of the most popular flowers in America, plus space for write-in votes, and has installed ballot boxes in many of the flower shops of its 11,000 members.

FTDA is promoting the election with spots last week on the "News on the Hour" programs on NBC Radio. Small space ads (50 lines) will run this week in more than 400 newspapers throughout the U.S. FTDA also has scheduled spots Oct. 17 and 18 on "Monitor." Keyes, Madden & Jones is the agency.

■ The U.S. and Russia are the only two major countries in the world that do not have a national flower, FTDA said. Drives have been made in the past to get Congress to approve a national flower but so far all such moves have failed. #

ARE YOU LOOKING FOR RECEPTIVITY?

Theatre screen advertising capitalizes on the psychological factors which put the audience in a receptive frame of mind. Complete attention is commanded by the full color film on the huge screen in the darkened theatre.



TSAB FOR COPIES OF BROCHURE AND FURTHER INFORMATION CONTACT:
THEATRE-SCREEN ADVERTISING BUREAU
437 MERCHANDISE MART • CHICAGO 54, ILLINOIS

TOP/ACCEPTANCE

MORE/LISTENERS
THAN/ALL OTHER STATIONS COMBINED!

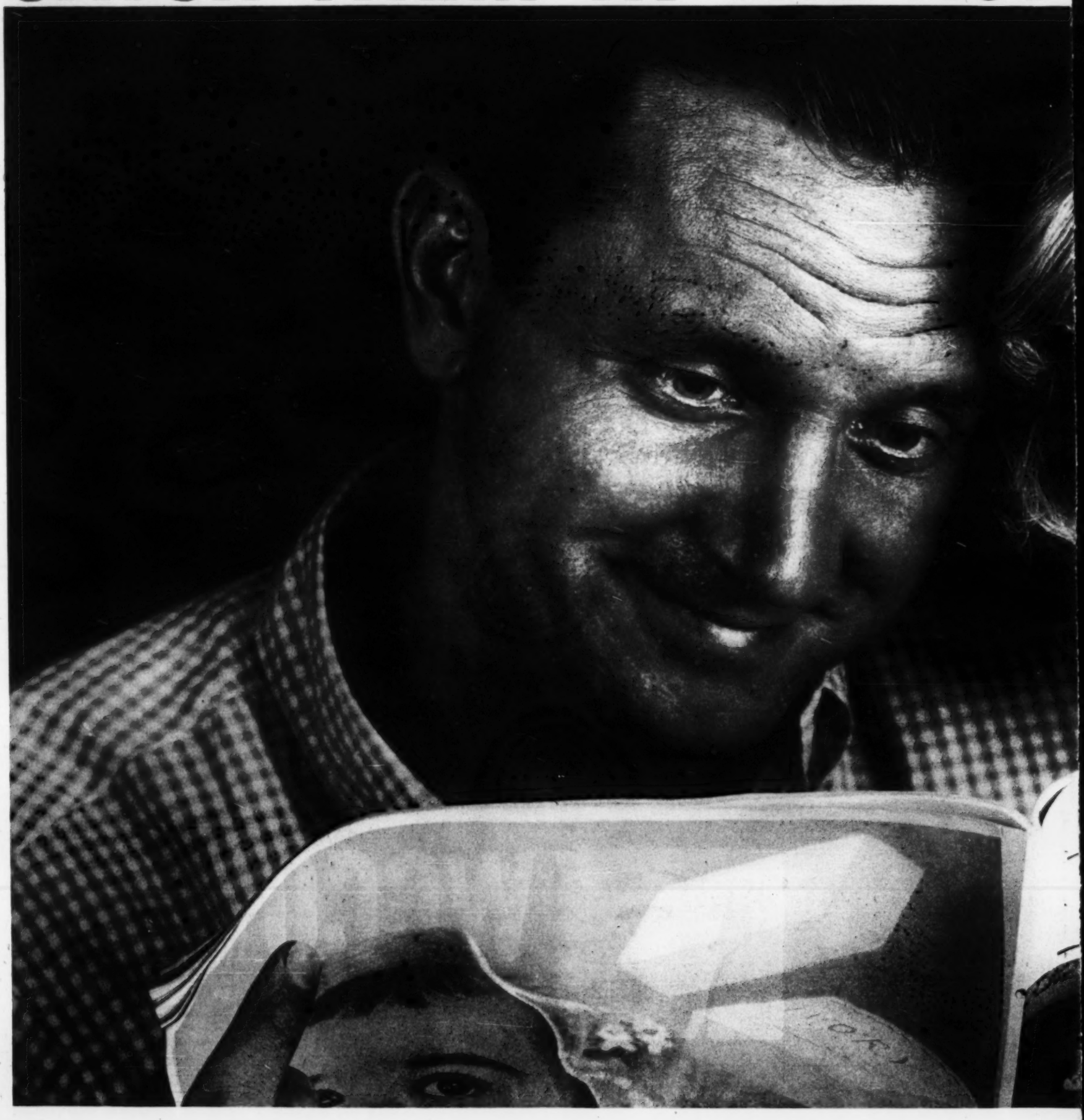
LOWEST COST/
PER/THOUSAND

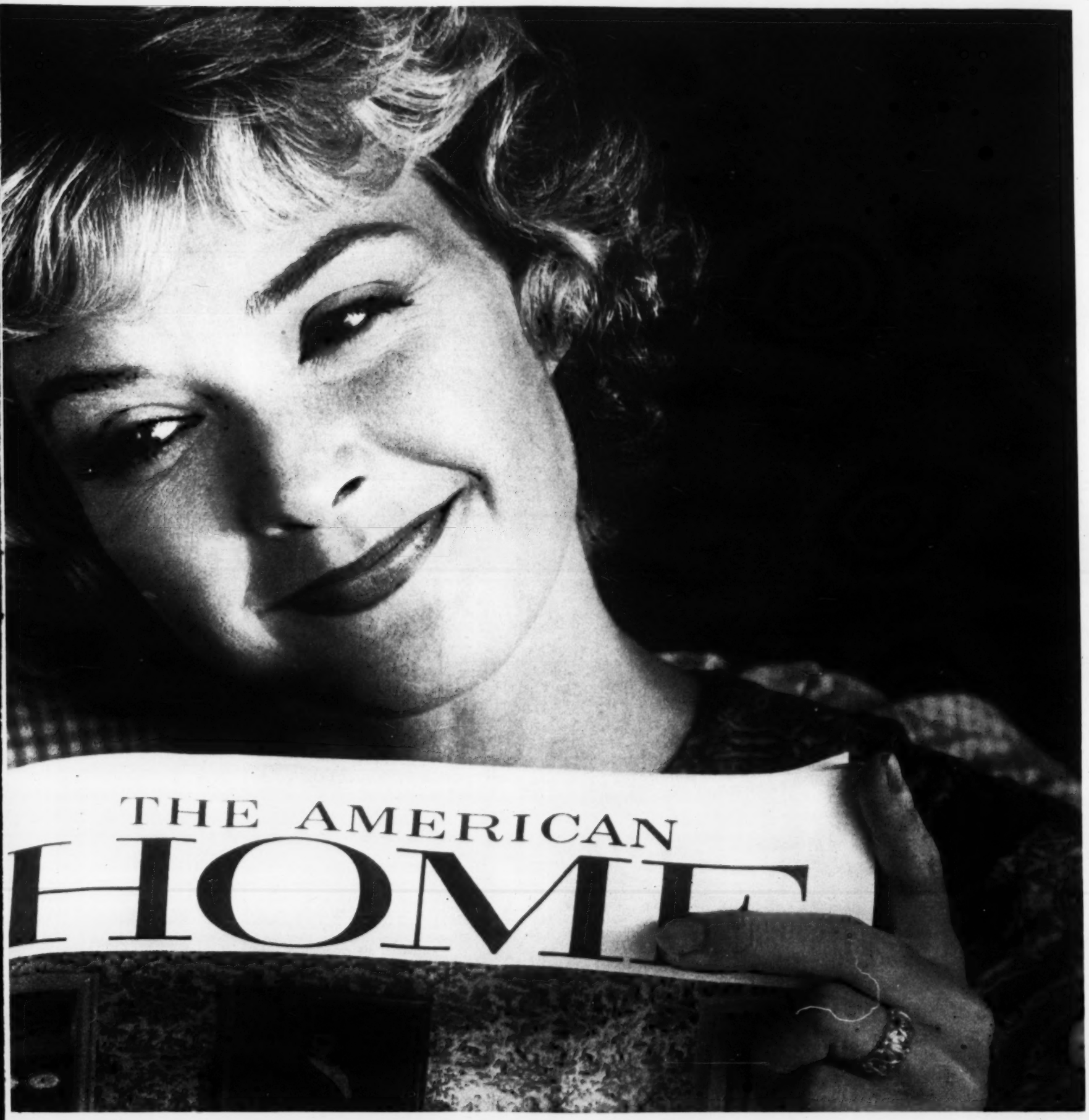
WCCO RADIO
MINNEAPOLIS • ST. PAUL
The Northwest's Only 50,000-Watt 1-A Clear Channel Station
Represented by CBS Radio Spot Sales

Take 'em by ear . . . and woo 'em with your story, for WCCO Radio delivers the audience you want . . . 1,022,610 radio families in 114 basic area counties with $5.8 billion to spend. More listeners than all other Minneapolis-St. Paul stations combined! Lowest cost per thousand, too . . . less than half of the average of all other Twin Cities stations. Thirty-five years of top acceptance. Just the climate you want for results.

Source: Nielsen Station Index, Jan.-Aug., 1959 Station Total, 6 AM-Midnight, 7 day week.

CATCH THEM IN THE ACT





Your advertising in American Home catches 12,000,000 home-minded men and women in the act of planning their buying. When they're building, remodeling, redecorating; when they're selecting their appliances, their furnishings, their gardening tools; when they're planning tonight's dinner or Saturday's party...they rely on American Home for the exciting, practical, stimulating ideas they can use NOW.

CATCH THEM IN AMERICAN HOME

A CURTIS MAGAZINE READ BY 3,600,000 FAMILIES WITH A CONSUMING INTEREST IN THE HOME

Meet an IRE award winner for 1959.

IRE REMEMBERS THE MAN

for his

Perceptive Research

And behind the cold statistics of the 67,369 (ABC) circulation Proceedings now enjoys, are 54,557 **professionally qualified men** plus 12,812 student members in 156 Engineering Colleges, now awaiting your message in their own journal. If you buy space in the radio-electronics field, you should meet them.

For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE
The Institute of Radio Engineers

Adv. Dept. 72 West 45th Street, New York 36, New York • MUrray Hill 2-6606
Boston • Chicago • Minneapolis • San Francisco • Los Angeles

The background story of every successful venture always has a man in it. To Richard D. Thornton goes this year's IRE *W. R. G. Baker Award* for his paper entitled "Active RC Networks," which appeared in the September 1957 issue of IRE TRANSACTORS ON CIRCUIT THEORY. Hats off to a man with a purpose, well on his way on the path of progress—Richard D. Thornton, Assistant Professor of Electrical Engineering, Massachusetts Institute of Technology, Cambridge, Mass.

She's the belle of the budget, the watcher of the wallet. She plays hard to get, but she's a pigeon for persuasion thru' **KOIN-TV**. In Portland and 32 surrounding Oregon & Washington counties, **KOIN-TV** gets to her right where she lives. The eloquent experts from CBS-TV Spot Sales will happily disclose the whole fascinating story... including, of course, the delightful revelations of the latest Nielsen.

Getting Personal

Walter Whitman Swertfager of Sinclair Refining's sales promotion department—known professionally as Whitman the Magician—is now trying his hand at teaching. He'll deliver a series of 10 lectures on "Magic for Amateurs" at the Scarsdale Adult Education Course. By the end of the course, each student will be ready to perform a 45-minute magic show on his own, the professor promises . . .

Charles Goldschmidt, exec vp of Daniel & Charles, New York, is sporting the traditional cane and limp that goes with the skiing season. Only he got his torn leg muscles playing tennis . . . Newly liberated from cast and cane is **Caskie Stinnett,** assistant director of pr for Curtis and author of "Speaking of Holiday." The urbane Mr. Stinnett broke his leg while taking a rural walk on the farm of **Don Brennan,** Curtis' manager of community relations. He stepped into a grass-hidden hole . . .

LONDONERS NOW—*Townsend Griffin, vp of Benton & Bowles, arrives in England with Mrs. Griffin to take up his new duties as resident director of Lambe & Robinson-Benton & Bowles Ltd., B&B's London subsidiary.*

Edith V. Righter, in the media department of Al Paul Lefton Co., Philadelphia, was feted by the Philadelphia chapter of the American Assn. of Newspaper Representatives recently. She'll retire the end of this year after more than 20 years with the agency. Before joining Lefton she was with J. Walter Thompson as the nation's first woman media director . . .

Marlene and **Kenneth A. Glaser** became proud parents for the first time with the birth of Robert Norman Sept. 10. Father is an account exec with M. L. Grant Inc., New York; mother was formerly a media buyer with L. W. Frohlich & Co. . .

Doyle Tompkins Adorney

GOLFING ART DIRECTORS—*At the annual golf tournament of the New York Art Directors Club, three of the chairmen for the event walked off with the prizes. The golf committee chairman, J. Wesley Doyle, tv group head art director at McCann-Erickson, had first low net. The awards chairman, Gilbert Tompkins, artist agent and one of the founders of the golf outing, scored second low net. The publicity chairman of the golf committee, Charles S. Adorney, vp and exec art director of Cunningham & Walsh, came out with third low net.*

Father of the bride department: *Life* Ad Director **Clay Buckhout's** daughter Constance was married Sept. 13 to **George Moore Poillon Jr.** of Compton Advertising. . .**Robert McLean,** publisher of the *Philadelphia Bulletin,* and Mrs. McLean have announced the engagement of their daughter Jenepher to Edward J. Kelly Jr. . .

Father of the groom department: **Frank Henry Walser,** assistant publisher of the *Plain Speaker* and the *Standard-Sentinel,* Hazleton, Pa.—of which his father **Frank Walser** is co-owner and publisher—was married Sept. 12 to Patricia May Veale. . .The engagement of Deirdre Kirby and William Fairback, step-son of **Robert Clarke Hills,** president of the Marketing Dynamics Co., has been announced. . . Another engagement: Marietta Bishop and Benjamin Howard, son of the late **Paul Howard,** ad manager for many years of the *Wall Street Journal.* . .

Bernard Barnes, Time Inc. vp, has been named to the advisory committee of the White House Conference on Aging. . .**Lawrence H. Rogers,** president of WSAZ, Huntington-Charleston, has been named chairman of the West Virginia economic development agency. He's also a member of the governor's commission on tax equalization and revaluation. . .**James E. McCabe,** marketing director of Merck & Co.'s chemical division, has been elected to the board of trustees at Wesleyan University . . .

New honors: **Wallace H. Wulfeck,** exec vp of William Esty Co., has been presented with a citation by the Advertising Research Foundation, commemorating his service to the foundation as board chairman and as a director . . . **Alan G. Nicholas,** publisher of the *Pittsburgh Sun-Telegraph,* has been honored as one of Pittsburgh's ten most patriotic men of the year, for his efforts in effecting employment for disabled veterans . . . **John H. Glass,** ad director of the *New York News,* and **Harry Rosen,** ad director of the *New York Post,* are co-chairmen of a testimonial dinner for **Morris J. Markowitz.** The dinner will mark Mr. Markowitz' 30 years of marketing with Alexander's, department store chain of which he is now a vp and director . . .

In Los Angeles, First Street is the best way to go Home

There are no detours on First. You drive straight Home to a big welcome. No other street gets you there so fast... or serves so many families.

You see, all of them read Home Magazine, the popular rotogravure section that comes with the Los Angeles Sunday Times. And surveys show that these families—almost 900,000 of them—are more able to buy than any other group of newspaper readers in Southern California.

If you want to sell the family, turn right at First Street—home of the Times Home Magazine. You'll visit more Southern California homes than most of the leading national magazines... and more than any other newspaper.

In Los Angeles, there's just no place like Home—on First Street. That's the home of The Times.

First in the nation's No. 2 market

Los Angeles Times

Represented by Cresmer and Woodward, New York, Chicago, Detroit, Atlanta and San Francisco

$4 MILLION CORKER!

Just two short weeks after an issue of The Saturday Evening Post broke all revenue marks, up pops the October 17 issue with 4,000,000 advertising dollars packed into it...a gain of $1,500,000 and 31 advertising pages over the like issue last year. That's a corking big issue! That's pure vitality! And there's a corking big reason why the Post is the fastest-moving, fastest-growing, most influential magazine in the general-weekly field: it's the hi-frequency medium, where readers turn and *return* to your advertising page more than 29 million times.

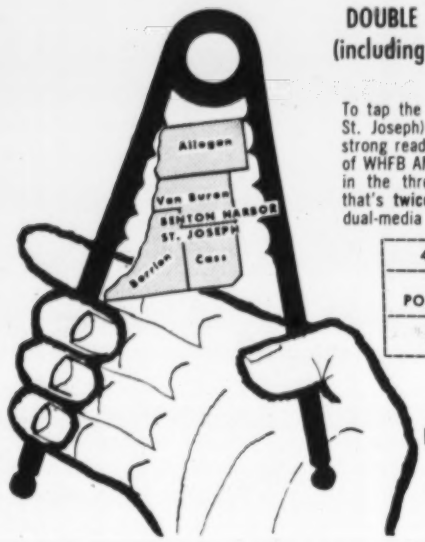
A CURTIS MAGAZINE

The Saturday Evening POST

Sell the Post-Influentials ... with HI-FREQUENCY Ad Page Exposure!

Oct. 17TH issue advertisers

ADVERTISER	AGENCY
Admiral Corporation	Henri, Hurst & McDonald, Inc.
Allen-Bradley Company	Fensholt Advertising Agency, Inc.
The Alligator Co	Erwin Wasey, Ruthrauff & Ryan, Inc.
Aluminum Company of America	Fuller & Smith & Ross, Inc.
Aluminum Company of America	Ketchum, MacLeod & Grove, Inc.
American Can Company Northern Paper Mills, Marathon Div.	Young & Rubicam, Inc.
American Cyanamid Co.	Erwin Wasey, Ruthrauff & Ryan, Inc.
American Gas Association, Inc.	Lennen & Newell, Inc.
American Home Products Corp. American Home Foods, Inc.	Young & Rubicam, Inc.
American Home Products Corp. Whitehall Laboratories, Inc. (Dristan)	John F. Murray Advertising Agency, Inc.
American Home Products Corp. Whitehall Laboratories, Inc. (Preparation H)	John F. Murray Advertising Agency, Inc.
American Radiator & Standard Sanitary Corp. Youngstown Kitchens Div.	Grey Advertising Agency, Inc.
American Telephone and Telegraph Co.	N. W. Ayer & Son, Inc.
The American Tobacco Company	Sullivan, Stauffer, Colwell & Bayles, Inc.
Anheuser-Busch, Inc	D'Arcy Advertising Company
Atlas Supply Co	McCann-Erickson, Inc.
Avis, Inc	McCann-Erickson, Inc.
The Bassick Company	James Thomas Chirurg Company, Inc.
R. C. Bigelow, Inc	Park City Advertising Agency, Inc.
Bigelow-Sanford Carpet Co., Inc.	D'Arcy Advertising Company
The California Oil Co.	Batten, Barton, Durstine & Osborn, Inc.
California Packing Corporation	McCann-Erickson, Inc.
Campbell Soup Company	Batten, Barton, Durstine & Osborn, Inc.
Carling Brewing Co., Inc.	Lang, Fisher & Stashower, Inc.
Caterpillar Tractor Co	N. W. Ayer & Son, Inc.
Cat's Paw Rubber Co. Inc.	The S. A. Levyne Company
Chap Stick Co.	Lawrence C. Gumbiner Advertising Agency, Inc.
Chesebrough-Ponds, Inc	J. Walter Thompson Co.
Chrysler Corporation DeSoto Division	Batten, Barton, Durstine & Osborn, Inc.
Chrysler Corporation Dodge Division	Grant Advertising, Inc.
Chrysler Corporation Dodge Division (Dart)	Grant Advertising, Inc.
Cluett, Peabody & Company, Inc.	Lennen & Newell, Inc.
Commercial Solvents Corp. Automobile Chemicals Dept.	Fuller & Smith & Ross, Inc.
Corn Products Co. Best Foods Div.	Sullivan, Stauffer, Colwell & Bayles, Inc.
Delta Airlines	Burke, Dowling, Adams, Inc.
Dormeyer Corp	John W. Shaw Advertising, Inc.
Douglas Aircraft Company, Inc.	J. Walter Thompson Co.
Dumont Emerson Corp	The Milton Stern Co.
Duncan Coffee Company	Clay Stephenson Associates, Inc.
E. I. du Pont de Nemours & Co. (Inc.)	Batten, Barton, Durstine & Osborn, Inc.
Ezo Products Co	Ernest William Greenfield, Inc.
Fanny Farmer Candy Shops, Inc	The Rumrill Co., Inc.
Firestone Tire & Rubber Company	Campbell Ewald Company, Inc.
Ford Motor Company Ford Division	J. Walter Thompson Co.
Ford Motor Company Ford Division (Falcon)	J. Walter Thompson Co.
Four Roses Distillers Company	Young & Rubicam, Inc.
General Dynamics Corp. Stromberg-Carlson Div.	The Rumrill Co., Inc.
General Electric Company	Maxon, Inc.
General Electric Company (Room Air Conditioners)	Young & Rubicam, Inc.
General Electric Company (Automatic Electric Blankets)	Young & Rubicam, Inc.
General Electric Company Hotpoint Company	Compton Advertising, Inc.
General Electric Company Major Appliance Div.	Young & Rubicam, Inc.
General Foods Corporation	Young & Rubicam, Inc.
General Mills, Inc.	Batten, Barton, Durstine & Osborn, Inc.
General Motors Corporation Buick Motor Division	McCann-Erickson, Inc.
General Motors Corporation Chevrolet Motor Division	Campbell Ewald Company, Inc.
General Motors Corporation Guide Lamp Division	D. P. Brother & Company
General Motors Corporation Oldsmobile Division	D. P. Brother & Company
General Motors Corporation Pontiac Motor Division	MacManus, John & Adams, Inc.
B. F. Goodrich Tire Company	Batten, Barton, Durstine & Osborn, Inc.
The Great Atlantic & Pacific Tea Co.	Gardner Advertising Company
Great Northern Railway	John W. Forney, Inc.
Green Giant Company	Leo Burnett Co., Inc.
Greenville Board of Development	Crook Advertising Agency, Inc.
Hambro Automotive Corporation Austin Div.	J. M. Mathes, Inc.
Hastings Manufacturing Co. Piston Ring Division	Keeling & Co., Inc.
H. J. Heinz Co	Maxon, Inc.
Heublein, Inc.	Lawrence C. Gumbinner Adv. Agency, Inc.
Hoover Company	Leo Burnett Co., Inc.
Tom Huston Peanut Products Co.	Harris & Weinstein Associates
In-Sink-Erator Manufacturing Co.	Fulton, Morrissey Co.
International Nickel Company, Inc.	Marschalk & Pratt Div. McCann-Erickson, Inc.
Interstate Bakeries Corp.	Honig-Cooper, Harrington & Miner
Johnson & Johnson Personal Products Corp. Div.	Young & Rubicam, Inc.
Jung Products, Inc.	Leech Advertising Co.
Kellogg Company	Leo Burnett Company, Inc.
Kiwi Polish Co., Pty. Ltd.	Cohen, Dowd & Aleshire, Inc.
Kyanize Paints, Inc.	F. P. Walther, Jr., & Associates, Inc.
Land O'Lakes Creameries, Inc.	Campbell-Mithun, Inc.
H. W. Lay & Co.	Liller, Neal, Battle & Lindsey, Inc.
Lewis-Howe Co.	McCann-Erickson, Inc.
Libby, McNeill & Libby	J. Walter Thompson Co.
Liberty Mutual Insurance Co.	Batten, Barton, Durstine & Osborn, Inc.
Liggett & Myers Tobacco Co.	McCann-Erickson, Inc.
David Linzer & Sons, Inc.	Bass & Company
Loewi & Company, Inc.	Baker, Johnson & Dickinson
Loma Linda Food Company	Robinson, Jensen, Fenwick & Haynes, Inc.
The Magnavox Company	Marschalk & Pratt Div. McCann-Erickson, Inc.
McKesson & Robbins, Inc.	Dancer-Fitzgerald-Sample, Inc.
Miles Laboratories, Inc.	Geoffrey Wade Advertising
Minnesota Mining & Manufacturing Co.	Erwin Wasey, Ruthrauff & Ryan, Inc.
Monroe Auto Equipment Co.	Aitkin-Kynett Co., Inc.
Narragansett Brewing Co.	Cunningham & Walsh, Inc.
National Association of Retail Grocers	Julian J. Jackson Agency
National Biscuit Co.	McCann-Erickson, Inc.
National Dairy Products Corp. Kraft Foods Co.	Needham, Louis & Brorby, Inc.
National Dairy Products Corp. Kraft Foods Co. (Cracker Barrel Cheese)	J. Walter Thompson Co.
National Dairy Products Corp. Kraft Foods Co. (Miracle Whip)	J. Walter Thompson Co.
National Dairy Products Corp. Kraft Foods Co. (Spaghetti Dinner)	J. Walter Thompson Co.
New York State Department of Commerce	Batten, Barton, Durstine & Osborn, Inc.
Owens-Illinois Glass Company Kimble Glass Co.	J. Walter Thompson Co.
Packard Bell Electronics Co.	Robinson, Jensen, Fenwick & Haynes, Inc.
Pepsi-Cola Company	Kenyon & Eckhardt, Inc.
Planters Nut & Chocolate Co.	Don Kemper Co., Inc.
Publicker Distillers Products, Inc.	Ellington & Company Inc.
The Pure Oil Company	Leo Burnett Co., Inc.
The Quaker Oats Company	J. Walter Thompson Co.
Renfield Importers, Ltd.	L. H. Hartman Company, Inc.
R. J. Reynolds Tobacco Co.	William Esty Company, Inc.
Rival Manufacturing Company	Potts-Woodbury, Inc.
Roto-Rooter Corporation	Lessing Advertising Company, Inc.
Jos. Schlitz Brewing Company	J. Walter Thompson Co.
Scholl Manufacturing Co.	Donahue & Coe, Inc.
Seiberling Rubber Co.	Meldrum & Fewsmith, Inc.
The Seven-Up Company	J. Walter Thompson Co.
Sinclair Refining Co.	Geyer, Morey, Madden & Ballard, Inc.
Smith-Corona Marchant, Inc.	Cunningham & Walsh, Inc.
Socony-Mobil Oil Co. Inc.	Compton Advertising, Inc.
Star-Kist Foods, Inc.	Leo Burnett Co., Inc.
Swift & Company	McCann-Erickson, Inc.
Tidewater Oil Co.	Foote, Cone & Belding
The Travelers Insurance Companies	Young & Rubicam, Inc.
Unicord, Inc.	The McCarty Company of New York, Inc.
Union Carbide Corp.	J. M. Mathes, Inc.
The United States Playing Card Company	J. Walter Thompson Co.
United States Steel Corporation	Batten, Barton, Durstine & Osborn, Inc.
Vick Chemical Company and Subsidiary Company	Morse International, Inc.
Viobin Corp.	States Display Adv. Agency
The Wander Co.	Tatham-Laird, Inc.
Warner-Lambert Pharmaceutical Company	Lambert & Feasley, Inc.
Weller Electric Corp.	Arndt, Preston, Chapin, Lamb & Keen, Inc.
Western Auto Supply Co.	Bruce B. Brewer & Co.
Western Union Telegraph Company, Inc.	Benton & Bowles, Inc.
Stephen F. Whitman & Son, Inc.	N. W. Ayer & Son, Inc.
Wilco Company	Robinson, Jensen, Fenwick & Haynes, Inc.
Wolf Brand Products	Rogers & Smith Advertising Agents, Inc.
Zayre Corp.	Bo Bernstein & Co., Inc.



DOUBLE your selling effectiveness in Southwestern Michigan (including Benton Harbor and St. Joseph) the dual-media way!

To tap the top of Southwestern Michigan's sales potential (including Benton Harbor and St. Joseph) calls for coordinated selling strategy: a **dual-media approach**, utilizing the strong readership of the News-Palladium and Herald-Press . . . and the strong listenership of WHFB AM/FM. You get (1) unduplicated, in-the-home circulation in **both** city zones and in the three surrounding counties, (2) WHFB's loyal, responsive listening-in audience that's **twice** the size of the next two stations **combined!** Inquire **today** about how this dual-media approach can help you.

4-COUNTY SOUTHWESTERN MICHIGAN AREA RUNDOWN:			
POPULATION:	BUYING INCOME:	RETAIL SALES:	FAMILIES:
293,500	$454,208,000	$289,245,000	90,800

Source: Sales Management Survey of Buying Power.

BENTON HARBOR NEWS-PALLADIUM
ST. JOSEPH HERALD-PRESS
Represented by E. A. Faulkner & Associates
307 N. Michigan Ave., Chicago 1, Ill.

WHFB AM/FM
Represented by Everett-McKinney, Inc. and Michigan Spot Sales
410 N. Michigan Ave., Chicago 11, Ill.

Nadco Promotes Jones

H. Vaughn Jones has been named to the new position of Chicago district manager of National Advertising Co., Bedford Park, Ill. He will be responsible for operations in the area covered by the Chicago sales office and the Waukesha, Wis., St. Louis and Minneapolis branches. National Advertising Co. is a wholly-owned subsidiary of Minnesota Mining & Mfg. Co.

Smith & Dorian Adds Account

Smith & Dorian, New York, has been appointed to handle advertising and public relations for Crosby-Teletronics Corp., electronics manufacturer and maker of the Madison Fielding line of high fidelity equipment. Smith & Dorian also has named Alan J. Rosenfeld, formerly southern region public relations director for the Development Corp. for Israel, public relations account manager.

BEDROOM PARLOR—*American Telephone & Telegraph Co. launched a drive in October promoting the phone in the bedroom for decorative value and round-the-clock convenience and security. The theme will be pushed in 11 magazines and on "The Bell Telephone Hour" tv show. N. W. Ayer & Son is the agency.*

Sara Lee Promotes Chicken—Its First Non-Bakery Product

CHICAGO, Oct. 13—The Kitchens of Sara Lee will mark its first venture outside the baked goods field later this month with Chicken Sara Lee, a frozen chicken main course product.

This first of a projected line of main courses and other types of food products will be marketed in the New York area only during 1959; national distribution is tentatively scheduled for spring of 1960.

The kickoff phase of the introductory ad program includes color and b&w spreads and 1,680-line ads in more than 15 New York area newspapers between Oct. 27 and Nov. 12. A strong saturation spot tv schedule will begin Oct. 27 also.

■ The new product will retail for 79¢, price of most of the Sara Lee baked goods. It will be one serving, packaged in a boil bag. Sara Lee says the recipe for the frozen sliced chicken and vegetables in sauce is original. "Our aim was to produce a unique quality chicken main course," Charles W. Lubin, president, said.

The product is the nine-year-old company's ninth. Sara Lee introduced its seventh and eighth products—two new cakes—in September (AA, Aug. 31).

The company, which launched its first ad program in 1951 on a budget of under $100,000, mostly spent in Chicago area media, will spend more than $1,000,000 in '59.

Cunningham & Walsh is the agency. #

Warner-Lambert Realigns Staff

A general products director and four product directors have been appointed by the Warner-Lambert products division of Warner-Lambert Pharmaceutical Co., Morris Plains, N.J., in a realignment of marketing operations. Irvin W. Hoff, vp, has been named general products director, coordinating advertising and marketing on all lines. John J. McClellan, vp, was named product director for Listerine antiseptic and toothpaste. Paul Elliott-Smith, formerly advertising manager for proprietary medicines, was named product director for Bromo-Seltzer. J. E. Murray, formerly controller for consumer product divisions, was named product director for the Anahist line of cold remedies, and John Anderson, previously general sales manager for Fizzies, was appointed product director for foods, including Fizzies.

ORLON
REG. U. S. PAT. OFF.
and
DACRON
REG. U. S. PAT. OFF.
are trademarks, too!

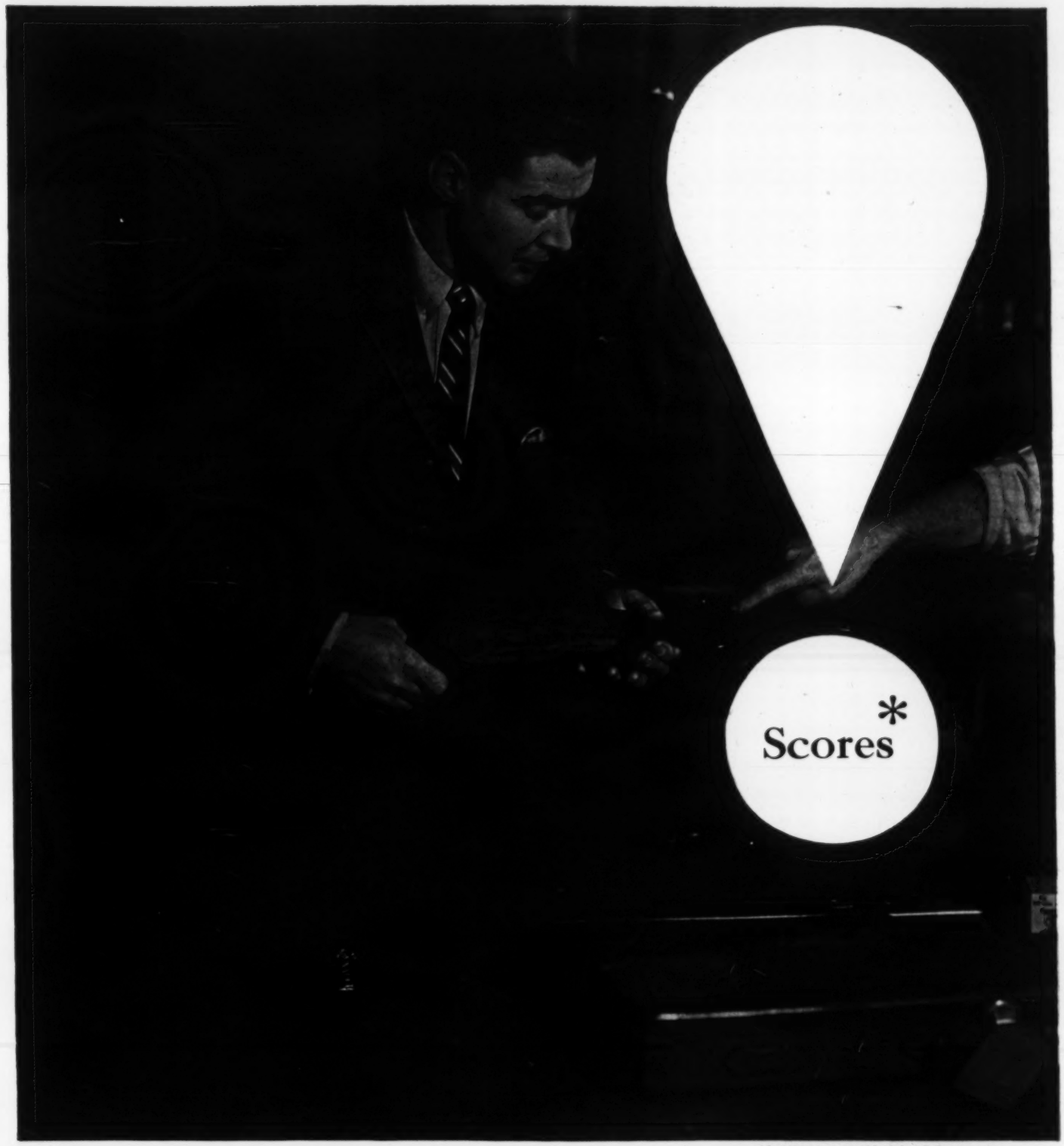
As his cap and pipe identify Sherlock Holmes, our trademarks identify the unique qualities and characteristics of two of our modern-living fibers. "Orlon"* distinguishes our acrylic fiber; "Dacron"*, our polyester fiber. As we use and protect these trademarks, they become more meaningful and valuable both to consumers and to the trade.

For handy folders on proper use of the trademarks "Orlon" and "Dacron", write Product Information, Textile Fibers Department, E. I. du Pont de Nemours & Co. (Inc.), Wilmington 98, Delaware.

TEXTILE FIBERS DEPARTMENT

DU PONT
REG. U. S. PAT. OFF.
BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

*When using these trademarks, always remember to: Distinguish "Orlon" and "Dacron"—Capitalize, use quotes or italics, or otherwise distinguish by color, lettering, art work, etc. Describe them—Use the phrase "Orlon" acrylic fiber (or "Dacron" polyester fiber) at least once in any text. Designate them—In a footnote or otherwise designate "Orlon" as Du Pont's registered trademark for its acrylic fiber and "Dacron" as Du Pont's registered trademark for its polyester fiber.



Advertisement prepared by Robert S. Kampman, Jr.

* "Our four-color campaign, exclusively in The New Yorker, scores the name of Norman Hilton and delivers customers far above our anticipation. Through The New Yorker we can reach the highest quality consumer market for men's wear."

Norman Hilton *President, Norman Hilton Company*

THE NEW YORKER MAGAZINE

TOPEKA has 1 TV Station...

WIBW-TV is it

WIBW-TV SATURATES TOPEKA

and provides the ONLY good signal in a 100,000 TV HOME AREA!

Serving All Day...Any Day...a total of 226,850 TV homes in 38 rich Kansas counties.

Survey-Proved WIBW-TV TOPS ALL COMPETITION.

WIBW-TV — CBS, NBC, ABC — Channel 13 — TOPEKA, KANSAS

(Division, Stauffer-Capper Publications)
REPRESENTED BY AVERY-KNODEL, INC.

Beef Promotion Planned

A state beef promotion in which ranchers would be charged 10¢ for each animal sold to finance Colorado's national beef advertising program has been proposed by Paul Swisher, state agriculture commissioner. The marketing order would raise about $180,000. An industry referendum on the proposal may be held in January.

Andrews Joins 'Dun's Review'

Harry O. Andrews, for the past four years an advertising salesman for Sutton Publishing Co. in Cleveland, has joined *Dun's Review & Modern Industry*, as advertising representative in charge of its Cleveland office. Earlier in his career, Mr. Andrews was with Meldrum & Fewsmith, Cleveland.

Cunniff to Mann-Ellis

David Cunniff, formerly a copy contact executive at Howard A. Harkavy Inc., has joined Mann-Ellis, New York, as a copywriter.

Ein gripping story . . . soft und warm

Wenn auf den Hills downgeschleiden . . .

naturlich den Feet most important ist und also das Head. Aber forget nicht die Hands. If Pole gedroppen, downboomgefallen you could und if Hands wet und cold get, dein Grip you could loser.

Das ist why WOLVERINE Gloves you should wear, because dey strong made are mit double Palm und Thumb Patch for Pole dingen und Tow tangen.

Dieses Gloves soft dry because auf Factory WOLVERINE secret triple tanning process gehabt. Der Secret ist, dey tan dem, den tan dem, den again dey tan dem. Ein for soft, Zwei for wear, Drei for comfort. Better Gloves you could nowhere buy. So warm like Toast, so soft like Feathers, so dry like anything dey are!

Vunce Mit 'Em You Won't Be Mitout 'Em

Ski mitt Comfort

At Ski Shops Everywhere — WOLVERINE Gloves

Wolverine Shoe & Tanning Corp. — Rockford, Michigan

WUNDERBAR WOLVERINES—*Wolverine Shoe & Tanning Corp., Rockford, Mich., will run this German-flavored half page ad for ski gloves in fall and winter issues of Skiing and Ski Magazine.*

A unique Canadian marketing research study tells

How industry buys

'LONDON STUDY' *of industrial purchasing traces influences at work in making industrial sales*

THE unique industrial marketing research report, known as the London Study, has now been published in book form under the title *How Industry Buys, with conclusions and recommendations on marketing to industry*. The study probed in depth the industrial purchasing-selling process in Canada and was sponsored by the Business Newspapers Association of Canada and the Canadian chapters of the National Industrial Advertisers Association.

The study was directed by Dr. Donald H. Thain and Dr. D. S. R. Leighton, associate professors of business administration at the University of Western Ontario School of Business Administration and Charles B. Johnston, lecturer in business administration at the school.

Field interviews covered 36 companies representative of the Canadian industrial market—in the London, Ontario area—and examined the history from realization of the need to actual purchase of a large, medium and small purchase in each company. Graduate students from the university carried out the interviewing under the direction of the authors.

The London Study is the first detailed examination of the industrial purchasing-selling process ever made in North America and yields fascinating insights into the buyer-seller relationship.

It examines the impact of mechanized promotion and personal selling on the industrial buyer and traces the complex process of an industrial purchase through teams of buying influences inside and outside the purchasing companies.

Chapters on advertising, direct mail, distribution and other marketing factors discuss the quality of industrial marketing in Canada today. The 36 case-reports on the companies and purchases studied are published in detail in *How Industry Buys*.

In another section, the authors draw important conclusions and recommendations from the study which will be of great importance to everyone concerned with industrial marketing in Canada.

Senior executives, marketing management, advertising management and advertising agency staffs will find *How Industry Buys* an absorbing and penetrating examination of the most critical problems they face today.

Copies of the 270-page How Industry Buys report can be obtained from George Mansfield, Manager, Business Newspapers Association of Canada, 100 University Avenue, Toronto, Ontario at $7.50 a copy post paid.

BNA

BUSINESS NEWSPAPERS ASSOCIATION OF CANADA

100 University Avenue, Toronto, Ontario

The organization of more than 130 quality Canadian business publications

Doner & Peck Is Now New York Office of W. B. Doner Agency

NEW YORK, Oct. 13—Doner & Peck has changed its name to W. B. Doner & Co., a move not unexpected since the Doner merger with Peck Advertising last fall (AA, Oct. 6, '58).

With the name change, Mr. Doner succeeds Harry Peck as board chairman, while Mr. Peck remains a director of the New York operation.

Sidney Garfield continues as president of Doner in New York and as chairman of the general plans board.

Sanford Hirschberg remains as exec vp in New York, and Marvin H. Frank, head of the Chicago office, continues as secretary of the New York company. Sylvan Taplinger, in charge of radio and tv, and James Ellers, account executive, have been appointed to the New York plans board.

The Doner name is now uniform in the agency's six offices—Detroit, New York, Chicago, Philadelphia, Baltimore and Milwaukee. #

Damages Awarded Royal in Smith-Corona Infringement

Royal McBee Corp., Port Chester, N.Y., has been awarded $229,504.75 as result of a charge that Smith-Corona, Syracuse, infringed on Royal typewriter's Magic Margin device. Royal won its case in August, 1956, but the amount to be paid was not determined until early this month.

Cavanaugh Adds Third Brewer

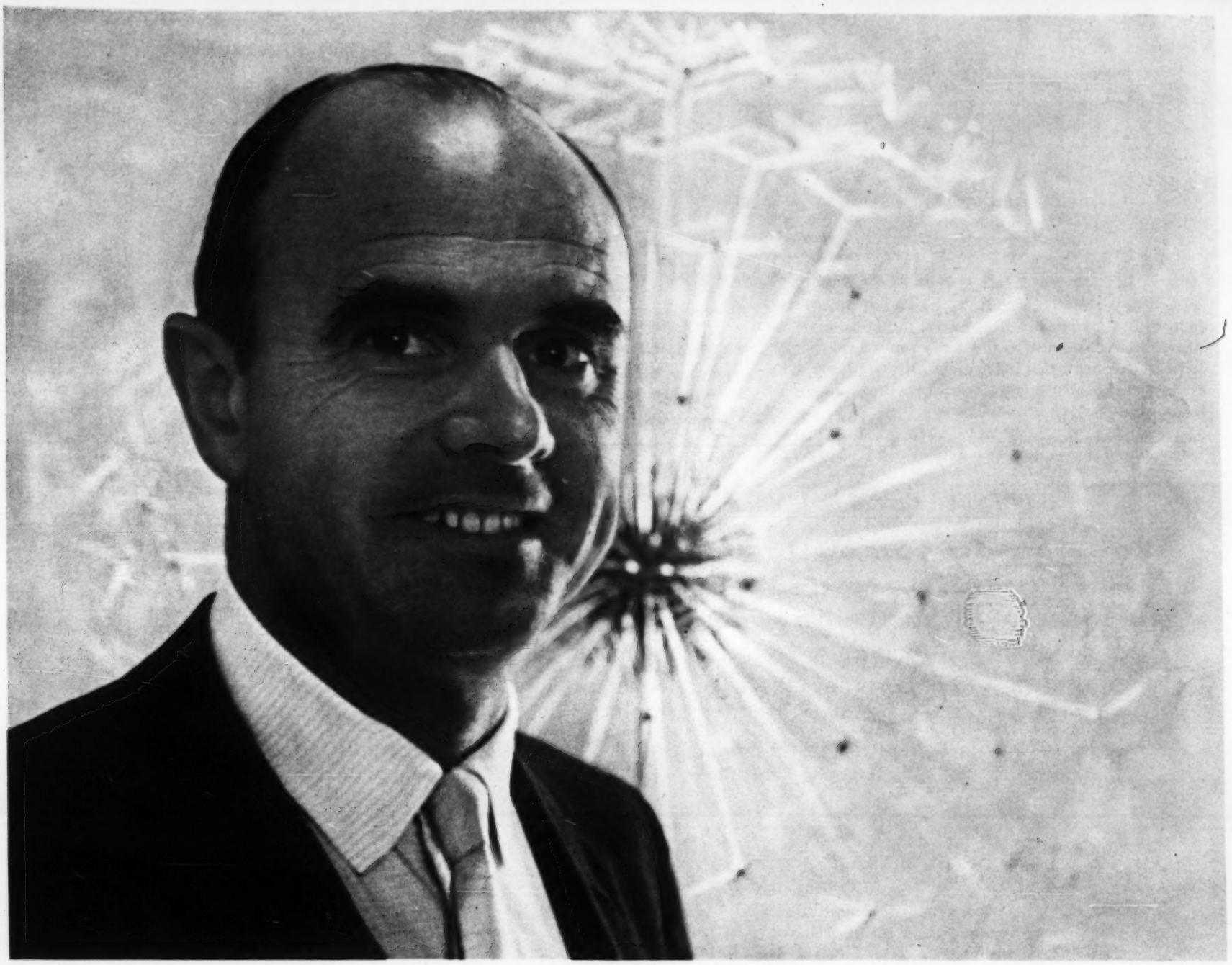
Cavanaugh Morris Advertising, Pittsburgh, will add a third non-competitive brewery account to its roster Nov. 1 with the acquisition of Diamond Spring Brewery, Lawrence, Mass. Simonds-Payson Co., Portland, Ore., is the former agency. Cavanaugh Morris also handles Louis F. Neuweiler's Sons, Allentown, Pa., and Jones Brewing Co., Smithton, Pa.

MacManus Resigns Scholz

MacManus, John & Adams, Detroit, which last June acquired the business of Scholz Homes Inc., pre-fab builder of Toledo, has resigned the account, giving as its reason inability of the client to activate national advertising plans first believed possible.

Business Paper Changes Name

Offset Duplicator Review, New York, will change its name to *ODR Reproductions Review*, effective with the October issue.



communication

"Communicating ideas is essential to sustain economic growth. One of the principal values of business publications is their role in this interchange of knowledge. Certainly we rely on advertising in leading business publications to inform our markets of our latest developments . . . to tell the people we serve about the progress of our organization."

Thomas M. Ware, President, International Minerals & Chemical Corp.

COMMUNICATION — *Consistent* advertising is the most economical means of communicating with important prospects. It supports the direct efforts of your sales staff . . . helps establish identity, brand preference and product familiarity as well as promote new products.

Today, more than one million key men in business and industry pay to read McGraw-Hill publications. Your advertising, *concentrated* in one or more of the McGraw-Hill publications serving your major markets, helps keep you in contact with the men you wish to reach.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

ZERO IN ON THE E.B.I. OF...

DAVENPORT METROPOLITAN AREA

272,600 people spend 68% of a per household E. B. I. of $6,384 ___ better than Boston, equal to Houston. Use the only newspapers with unduplicated, 100% circulation in Davenport and Scott County, Iowa, plus profitable thousands in Rock Island County, Ill. ___

Circulating Davenport and Bettendorf, Iowa; Rock Island, Moline, East Moline, Illinois

NEWSPAPERS

Represented by Jann & Kelley Inc

Copr. 1959 Sales Management Survey of Buying Power

Goodrich Shows Driver Film

A film on safe driving for teens, "Tommy Gets the Keys," has been released by B. F. Goodrich Co., Akron, for showing on tv and to local groups. The 13½-minute film, an adaptation from an instructional comic book which Goodrich issued in 1954, was produced by Atlas Film Corp., Chicago.

Lowenstein Promotes Smith

M. Lowenstein & Sons, New York, has appointed William W. Smith director of advertising and public relations. He succeeds Willard Y. Stocking, who resigned as director of advertising for the textile manufacturer.

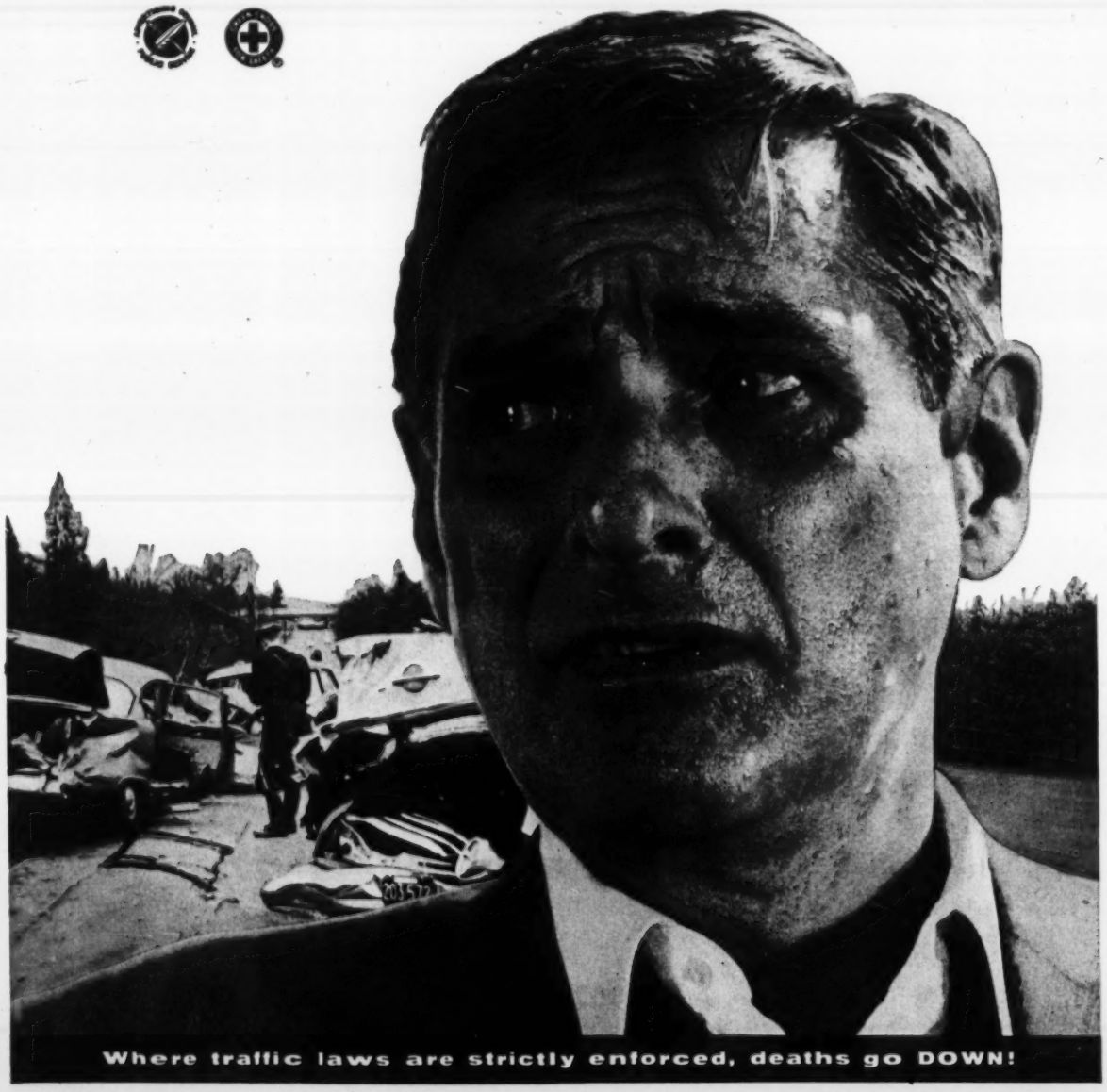
Alice Stuart Names Jamian

Alice Stuart Inc., New York, manufacturer of blouses and sportswear, has named Jamian Advertising & Publicity, New York, as its agency. Harriet Romain Advertising is the previous agency.

CONTROVERSIAL—*This ad for Gold Label cigars was rejected by The New Yorker as having "political overtones," according to Mogul Williams & Saylor, the agency. The ad appears in the Oct. 12 Newsweek and Oct. 25 New York Times Magazine.*

"I wish I could have done something to help . . ."

You can do something about traffic accidents! Drive safely yourself—obey the law. Sure. But you can do a lot *more!* Traffic accidents affect *everybody.* Reducing them is a community problem. Its solution calls for systematic, organized effort and cooperation with public officials—for teamwork and leadership. Here is where *you* can help. Join with others who are working actively to promote safe driving and secure strict enforcement of all traffic laws. Make your influence count. *Support your local Safety Council!*



Published in an effort to save lives, in cooperation with the National Safety Council and The Advertising Council.

Newspaper Color Linage Chalks Up 40.7% August Gain

NEW YORK, Oct. 13—Newspaper r.o.p. color linage in August totaled 11,922,843 lines, a 40.7% gain over linage reported for August, 1958. Color linage in the first eight months of the year totaled 93,835,982, up 25% over linage reported for the like period in 1958.

Biggest users of r.o.p. color among national advertisers in August were Alpine cigarets (349,408 lines), Firestone tires (330,818), Skelly Oil Co. (305,182), Eastern Air Lines (227,289) and Alcoa wrap (156,417).

Leading national classifications for August were gasoline and oils (823,340 lines), beers (558,993), tires and tubes (471,455), cigarets (364,483) and meats, fish and poultry (327,697 lines).

The r.o.p. color report is based on a monthly Media Records check of 400 newspapers in more than 130 cities, made for R. Hoe & Co. #

Young Joins Canada Steel

William J. Young has been appointed assistant director of public relations for Steel Co. of Canada. He will report to Stuart Armour, economic adviser to the president, V. W. Scully. Mr. Young formerly was manager of market planning and analysis of Chrysler of Canada.

Hoag Promotes Shoolman

David Shoolman, with Hoag & Provandie, Boston, since 1956, has been appointed copy chief of the agency.

Western AVIATION

The ONLY WAY to Sell the West!

20,065 BPA saturation in concentration of this great field.

NBP

See SRDS for offices!

STRAIGHT-LINE ADVERTISING IN PENNSYLVANIA FARMER PENETRATES

FARM SHOW

Greatest Agricultural Show in the East
1960 Pennsylvania Farm Show
Harrisburg — January 11-15, 1960
PREVIEWED IN THE JANUARY 9, 1960 ISSUE
CLOSING DATE DECEMBER 18, 1959

All sales are local. Your ads sell best when they give your sales story in local terms. Localized ads, and PENNSYLVANIA FARMER's local editorial material, take you direct to the prospect. We have on-the-spot field reports you can use. We'll help you with pictures and testimonials. Changes are made quickly, economically because PENNSYLVANIA FARMER is printed by gravure.

5 WAYS TO "STRAIGHT-LINE" YOUR ADVERTISING

1 **Local pictures**

2 **Local testimonials**

3 **Local prices and terms**

4 **Local dealer listings**

5 **Local coupon returns**

No waiting for harvest time in Pennsylvania. Agriculture is diversified — farmers sell all year 'round. Income is steady . . . and big. Among the 49 states, Pennsylvania is "top third" in farm income . . . ranks second in poultry income; third in peaches; fourth in apples; fifth in milk production; sixth in cherries; eighth in pears.

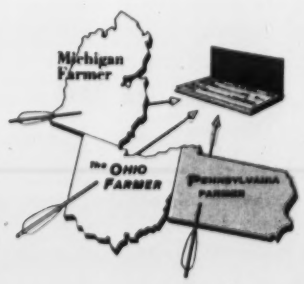
Send for free booklet that explains and illustrates in detail how you can tailor your ads for better sales penetration.

New evidence proving how national advertisers are making budget dollars go further, dig deeper, yield more sales!

Pennsylvania Farmer

Harrisburg, Pennsylvania

AFFILIATED WITH STAUFFER-CAPPER PUBLICATIONS, INC.



STRAIGHT-LINE *Advertising service available also in THE OHIO FARMER and MICHIGAN FARMER.*

Patterson Is No. 1 Australian Agency, AA Told

(Continued from Page 3)

chartered accountant, were brought to light this week by L. W. Farnsworth, deputy chairman and managing director of the Patterson agency.

In making this information available to Advertising Age, the Patterson agency departed sharply from Australian trade custom. In the past, billing figures of Australian agencies have been guarded zealously.

■ Patterson's decision to "go public" was prompted by McCann-Erickson's entry into the Australian market (AA, Sept. 28). McCann, which acquired the Hansen-Rubensohn shop here, took page ads in Sydney newspapers to announce its invasion. These ads trumpeted McCann's worldwide billings of $265,000,000, although the agency was careful not to reveal the volume done by Hansen-Rubensohn.

McCann did say, however, that it had acquired the third largest agency in Australia and "the largest agency in Sydney." It also claimed that Hansen-Rubensohn is the No. 1 television agency in Australia.

In reporting the McCann-Erickson invasion, AA stated that the "largest shop in the country is believed to be J. Walter Thompson, with billings in excess of $7,500,000 . . . Running neck and neck with Thompson is George Patterson Pty., one of Australia's oldest agencies, heavy with Colgate billings."

This one-two ranking of JWT and Patterson in Australia has been printed previously in AA—and was not contradicted. AA, as a matter of fact, tried earlier this year to obtain an official billings report from the Patterson agency—in vain.

■ "We do not normally go into print on matters of this kind," Mr. Farnsworth explained this week, "but in view of our widespread connection with important American clients, we would like to have an opportunity of having the true facts regarding this company placed on record."

JWT is known to employ some 250 people in Australia and on the basis of the employe-to-billing ratio revealed in the Patterson figures, this would place Thompson's Australian billings in excess of $7,000,000.

Figuring on the same ratio, Hansen Rubensohn-McCann Erickson, with 140 employes, would be billing about $3,500,000. In its Sept. 28 report, AA estimated Hansen-Rubensohn at $4,000,000, but a Hansen executive here told AA today that the agency bills "considerably more" than this.

YANKS ARE HERE—*Calling it "the most significant hyphen that has happened to advertising in Australia," McCann-Erickson ran full pages in the four Sydney daily papers and in Australian business publications to announce its takeover of the Hansen-Rubensohn agency (AA, Sept. 28).*

Other points made this week by Mr. Farnsworth about the Patterson agency were:

• Patterson is the only Australian agency with full creative offices in four capital cities—Brisbane, Sydney, Melbourne and Adelaide.

• It carries out marketing functions "similar to those carried out by the leading advertising agencies in the U.S."

• Its wholly owned market research subsidiary is headed by an American with wide experience in the U.S.

• It maintains a consumer panel and model drug and grocery stores.

• It has been the company's policy to send its people abroad to the U.S., England, Europe and the Far East for study purposes. Over 20 people have been on such study trips in the last five years. #

Encyclopaedia Britannica in First Radio Test Drive

The 196-year-old Encyclopaedia Britannica has taken to the air waves for the first time in its history with a three-month test campaign on KSFR, San Francisco fm station. The 100-spots-per-month experiment, which began last month, is slated to run until Dec. 15.

According to Wayne Mulkey, Britannica divisional manager, the future course of Britannica ad budgets will depend, to some extent, upon the results produced by KSFR and its all-classical music format.

Kenyon Joins Metropolitan

Charles M. (Chuck) Kenyon, formerly eastern sales and advertising manager of Frito Co., has been named to the new post of director of marketing of Metropolitan Broadcasting Corp., New York.

Biedermann Henderson Mellen

CHICAGO NEWS ADVANCES THREE—*Leon F. Biedermann, formerly national advertising manager, has been named to head a new food advertising division of the Chicago Daily News. Succeeding Mr. Biedermann as national ad manager is Robert C. Henderson, with the News ad departments since 1953. John T. Mellen, with the News since 1935, has been advanced to assistant retail advertising manager.*

Many New Brands Just Management Daydreams: Miles

(Continued from Page 3)

guides and not as absolute boundaries in developing and marketing new products.

One important consideration, said Mr. Miles, is money. "Certainly in all companies there must be a limit to the dollars of venture capital each is willing to risk on new products in general and any new product in particular. This limit should be defined in suitable terms such as dollars per year or per five years.

"Another money matter is the dollar volume you are shooting for. In reality, this becomes a two-pronged problem. Part of the problem is to establish a minimum dollar volume that you can afford to shoot for. There is a practical limit to the time and energy we can devote to new products—and this includes research, packaging development, marketing, production, sales and management time necessary to get the new product on the road.

"The second part of the problem is to determine how large the dollar volume must be in any given product class in order to achieve success. This figure in many product classes is determined by factors outside the company.

"For example, items which are sold through self-service outlets utilizing national mass media advertising and promotion must attain a minimum volume to survive. If the volume reaches this level the stores will stock the item and distribution will be high enough to efficiently support the advertising."

Mr. Miles said the volume needed to keep a new brand going is "roughly equal" to the dollar volume of the existing brand with the lowest market share that still has good distribution.

In addition to money, other factors useful in setting criteria for new products, he said, include pricing, sales organization, geography and timing.

■ Donald H. McCollum, vp of Schwerin Research Corp., explained how new products can be tested at the idea stage by means of a "Competitive Preference Test" which enables a manufacturer to advertise a product and check consumer reaction before the product is even manufactured.

According to Mr. McCollum, CPT works this way: A studio audience is attracted through mail with a roughly representative cross section of about 350 people attending each session. After the audience fills out a detailed questionnaire covering standard characteristics (sex, age, rental group, etc.), it is shown a tv program containing a test commercial. Immediately after viewing the program, viewers are asked to write the name of the product advertised and everything they remember seeing or hearing about it in the commercial.

Following this, they are given a list of the leading competitors of the proposed product and asked to indicate which they'd like to get if they won a drawing. The drawing is held immediately thereafter. The same routine is followed before the audience sees the commercials so that any changes in the number of people choosing the brand after exposure to the advertising can be noted.

Mr. McCollum said that the tests proved that "if you can successfully pre-test a rough commercial for a new product you have already made and are just about to market, you can pre-test the same commercial without committing yourself ever to manufacture the product."

Practical results of the test, Mr. McCollum concluded, are that makers have been able to test a brand and decide whether to offer it without going into test markets, and in addition, makers are not committed to a single way of featuring the innovation. They can test many variations on how to present it best.

"There is one precautionary note about using this technique. The product must live up to the promise that is made about it. The method can measure willingness to try a new product but it cannot determine whether there will be satisfaction or repeat purchases."

■ The importance of proving new product claims—especially in the fields of foods, drugs and cosmetics—was cited by Arthur D. Herrick, director of New Drug Institute Inc.

"The need for proving new product claims must at once be apparent to any company that has introduced a product on the market," said Mr. Herrick. "Between the judge of the Federal Trade Commission—and, in the case of food, drugs and cosmetics, the Food & Drug Administration—and the jury of the consuming public, the product whose claims are unauthenticated or unjustified by the true facts is headed for a verdict of condemnation. The fine, if we may call it that, is often considerable financial loss as well as destroyed prestige for the company."

Mr. Herrick said that in the introduction of new drugs, there are only two basic claims that can be made, effectiveness and safety. "These two claims, however you phrase them, sell the product. The most successful claims in marketing history can be reduced to these two factors."

■ The role of the rack jobber—particularly the toiletry merchandiser—was discussed by Donald G. Wren, vp of Towne-Oller Associates, who said that new product introduction through the toiletry merchandiser is the fastest way of getting food store distribution.

The toiletry merchandiser is a key man in the introduction of new products, said Mr. Wren, for several reasons; among them:

1. He is usually the owner, and most often the buyer of the product and is willing to risk valuable rack space for a potential winner.

2. As opposed to a wholesaler, the toiletry merchandiser doesn't just sell the product to the retailer; he puts it on the rack—not in the back room. And not only does he get the product on the rack quickly, he keeps it there.

3. The toiletry merchandiser's relationship with the manufacturer is such that if the product doesn't live up to expectations, he knows that he can return it—making him more willing to accept new products.

■ The importance of new products and of creativity in the success or failure of industry today was sketched by Donald Deskey, industrial designer and senior partner of Donald Deskey Associates.

Mr. Deskey warned that "no company's balance sheet is so strong that it can counteract the creative ideas of its competition.

"Out of 100 leading brands ten years ago," said Mr. Deskey, "only 40 remain in first place today. The others lost out from three main causes: (1) Competition from an improved product; (2) competition from a radically new product, and (3) competition from superior advertising and promotion.

"The $6 billion which industry is currently investing in developing new and improved products clearly indicates the need for every company to re-evaluate its present program—to measure its programs in terms of what other industry leaders are doing today; and what they are planning for tomorrow and ten years from now."

■ Mr. Deskey cited some examples of what other companies are doing to develop new products and new uses.

"More than $400,000,000 of General Foods' sales are from products that have been developed since World War II," he said.

"And the Borden Co.'s research and development budget this year is 21% larger than in 1958, which in turn was 20% higher than '57.

"In 1958 DuPont spent $90,000,000 on research, $10,000,000 more than they spent in 1957. Minnesota Mining & Mfg. allocated $4,800,000 to research and development back in 1951. Last year they spent $16,500,000 and it's interesting to note that almost 25% of the company's sales in 1958 came from products developed and marketed in the last five years.

"Corporations have survived or perished in direct proportion to the emphasis they have placed on the fact of ever-changing consumer wants, and the growth of a specific business is in direct proportion to the emphasis placed on research and development."

■ G. R. Sauviat, president of G. R. Sauviat & Associates, Montreal, warned the seminar not to poohpooh the Canadian market.

"Conditions have changed considerably in Canada in the past 20 years," Mr. Sauviat said. "What was before a country with strong rural majority has now become a highly industrialized nation dominated by urban centers. The standards of education have gone up and so has the standard of living, which is just as high—and in certain cases—higher than that of the U.S."

Mr. Sauviat said the Canadian public has become "much more demanding" and will not accept or tolerate "half-baked efforts" by advertisers, suppliers or agencies.

"The quality of the presentation or the wrapping should be as good as the product itself," he said. "Otherwise, the Canadian consumer will turn to some competitor who has paid more attention to details which may seem unimportant when a campaign is discussed or prepared here—in New York—but which sticks out like a sore thumb when in, say, French-Quebec surroundings." #

Canada Starch Moves Account of Quebec Maple to D&C

Canada Starch Co. Ltd., Canadian affiliate of Corn Products Co. and new parent of Best Foods (Canadian) Ltd., has moved the advertising account of its Quebec Maple Products division from Spitzer & Mills Ltd. to Donahue & Coe (Canada) Ltd., Montreal. The move follows the move of the Best Foods Ltd. account from E. W. Reynolds Ltd. to Vickers & Benson Ltd., effective Jan. 1, 1960 (AA, Oct. 5).

Thus, Canada Starch has consolidated its advertising accounts in two agencies in Canada. Canada Starch now markets Best Foods in Canada, and the Canadian developments parallel those in the Corn Products Co. in the U.S.

Sprig Sales Co. Bows

Nesbitt Fruit Products Inc. has sold its franchised grapefruit-lime drink, Sprig, to interests headed by Edward W. Mehren, who was one of the founders of Squirt Co. and its former president. A new company, Sprig Sales Co., with offices at 6912 Hollywood Blvd., Los Angeles, has been formed to handle franchise operations.

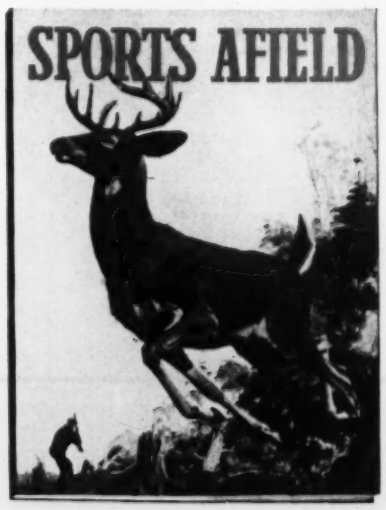
An all-time circulation high!

SPORTS AFIELD

over

1,100,000*

4th quarter 1959



* Publisher's estimate

SPORTS AFIELD • A HEARST KEY MAGAZINE •
959 EIGHTH AVENUE • NEW YORK 19, N. Y.

Be Aware of 'New Breed' of Space Buyers: Martineau

CHICAGO, Oct. 13—Newspaper space salesmen must keep up with agencies' rapidly changing methods of buying media if they are to compete successfully with other media, Pierre Martineau, director of research and marketing for the *Chicago Tribune*, warned here today.

"There is a new breed of space buyers in agencies today," Mr. Martineau told a meeting of the Chicago chapter of American Assn. of Newspaper Representatives. "They are forever coming up with new schemes and approaches in the buying of media for their clients."

Mr. Martineau recited a number of terms, including "media mix," "conscious impression" and "brand image."

"Do you know what all these terms mean?" he asked his audience.

■ He chided agency media buyers for "professionalizing themselves" and for "mixing apples and oranges" in making media buys, but he warned his audience that space salesmen still must keep abreast of all new developments in the media buying field.

"If a salesman doesn't know other facets of the agency business besides the media department, he won't be able to carry on an intelligent conversation with his agency contacts," Mr. Martineau warned, pointing out that media buying today at the larger agencies is a group decision, with numerous departments of an agency involved in the final selection.

The peppery *Tribune* executive asserted that creating advertising is only one function of the modern agency, and he stressed the importance of other functions, such as marketing, research and merchandising.

■ He urged salesmen to learn as much about a company and its competitors as possible "so you will be able to converse intelligently with anyone at the agency or company about problems faced by the advertiser."

He pointed out that a *Tribune* space salesman who sells to airline accounts gained an extensive knowledge of the field through a study that the *Tribune* conducted. He added that the *Tribune* sales force now operates like a marketing team, similar to a joint marketing team from an agency. #

'Washington Star' Boosts Hanford, McCormack, 3 Others

Wesley G. Hanford, national advertising manager of the *Washington Star*, has been named assistant

Wesley Hanford Malcolm McCormack

to Godfrey W. Kauffmann, advertising manager. Malcolm G. McCormack, formerly Mr. Hanford's assistant, was named national advertising manager.

In other promotions, Frank V. Aiello, retail advertising manager, was appointed assistant to John H. Kauffmann, business manager. He was succeeded as retail manager by Jack C. Schoo, classified manager. John J. Barrett, assistant classified manager, was named to head the department.

Southern NNPA Elects

Ed Templin, promotion manager of the *Lexington Herald-Leader*, has been elected president of the southern region of National Newspaper Promotion Assn. Other new officers include James Sasser, *Baton Rouge Morning Advocate* and *State-Times*, 1st vp; Paul Long Jr., Huntington Publishing Co., Huntington, W. Va., 2nd vp, and Mrs. Dorothy Staley, *Nashville Tennessean*, secretary-treasurer.

Australian Agencies Merge

Two of Australia's leading agencies—Briggs & James, Melbourne, and Canny, Paramor & Canny, Sydney—will merge Jan. 1. The new name of the combined agencies will be Briggs, Canny, James & Paramor. Joint managing directors will be Brian Canny, A. J. Briggs, R. Haughton James and J. W. Paramor. Fergus Canny, who founded CP&C in 1937, will retire, but will serve as a consultant.

Van Brunt Adds Fahnestock

Van Brunt & Co., New York, has been named to handle advertising for Fahnestock & Co., New York stock broker, and for its subsidiaries: Philadelphia Fund and Universal Programs Inc., mutual investment funds. The previous agency of record is Chernow Advertising Agency. Van Brunt also has appointed Oscar Harris, formerly a creative group head at Chernow, an account executive.

Chester Gore Names Two

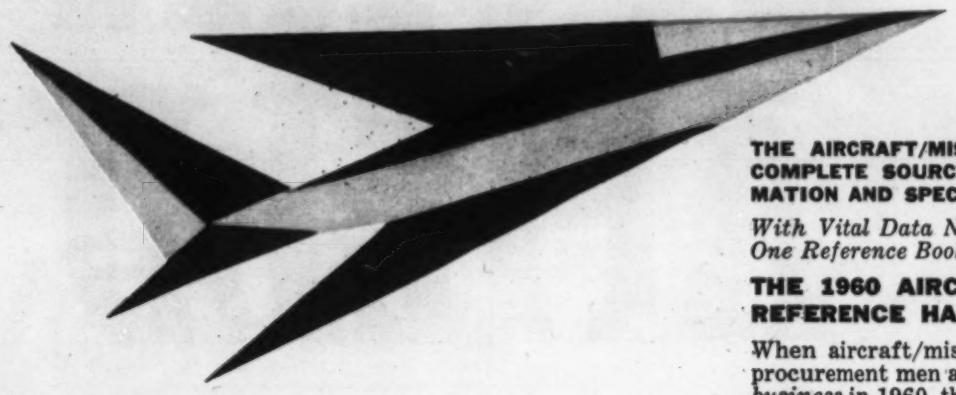
Chester Gore Co., New York, has appointed Sally Wreszin senior copywriter and Peter Karp media director. Miss Wreszin formerly was with Grey Advertising Agency. Mr. Karp previously was media director of Smith, Hagel & Knudsen.

Norman, Craig Names Two

Norman, Craig & Kummel, New York, has appointed June Cerf a senior writer and Peter Greeman to its copy staff. Miss Cerf formerly was assistant copy group head at J. Walter Thompson Co. Mr. Greeman previously was with Batten, Barton, Durstine & Osborn.

'Southern Farm' Joins NBP

Southern Farm Equipment, published by W. R. C. Smith Publishing Co., Atlanta, has become a member of National Business Publications, Washington, D. C.



AIRCRAFT AND MISSILES

1960 ANNUAL HANDBOOK ISSUE

AIRCRAFT & MISSILES ANNUAL HANDBOOK

Published: March, 1960

Closing February 1, 1960

THE AIRCRAFT/MISSILE INDUSTRY'S MOST COMPLETE SOURCE OF CONTRACT INFORMATION AND SPECIFICATION DATA.

With Vital Data Never Before Available in One Reference Book . . .

THE 1960 AIRCRAFT AND MISSILES REFERENCE HANDBOOK

When aircraft/missile designers, engineers, procurement men and top management *mean business* in 1960, the AIRCRAFT AND MISSILES Reference Handbook will be at their fingertips.

THE HANDBOOK WILL HAVE FOUR BASIC SECTIONS

I. MISSILES SECTION—CONTENTS

- U. S. Missiles and space projects since World War II including information on:
  - Service Assignment
  - Mission
  - Current Status
- Current Missiles, including:
  - Individual technical illustrations
  - Physical specifications
  - Prime and sub-contractors (airframe, propulsion, guidance, warhead)
  - Dollar Values of Contracts
- All Available Data on future missile projects
- Major Missile Prime and Sub-Contractors, including such information as:
  - Company names, home offices, affiliated companies
  - Descriptions of projects under contract
  - Plant addresses and telephone numbers
  - Dollar values of contracts awarded
  - Project Personnel: heads of engineering, production, procurement
- And For the First Time—specifications on fuels and rocket power plants.

II. AIRCRAFT SECTION—CONTENTS

This section will provide designers, engineers, procurement executives and management men important specification information on:

- U. S. and Foreign Military Aircraft
- U. S. and Foreign Rotary Wing Aircraft
- U. S. and Foreign Civil Aircraft
- U. S. Industry Statistics on:
  - Number and value of civil aircraft shipments

Progresso Buys '4 Just Men'; ITC Appoints Two

Independent Television Corp. has sold "Four Just Men" to Progresso Brand Quality Foods, New York, for showing in Boston, Philadelphia, Baltimore and Detroit. Progresso's order was placed through Carlo Vinti Advertising.

ITC has promoted Carl A. Russell from a regional salesman to manager of regional sales with headquarters in Chicago. Mr. Russell will handle sales to regional advertisers throughout the U. S. and will report to Hardie Frieberg, manager of syndicated sales, New York. Harold (Scrappy) Lambert, formerly a talent representative and independent tv packager, has been named to the new post as West Coast liaison with networks and clients on ITC shows. He will be stationed in Beverly Hills.

Foster & Kleiser Boosts Anderson, Hardison, Diebel

The Foster & Kleiser division of W. R. Grace & Co. has named Merritt F. Anderson to the new position of vp and sales manager of the northern division, with headquarters in San Francisco. Charles R. Hardison has been named vp and sales manager, southern division, with headquarters in Los Angeles, and W. Donald Diebel has been named sales manager of the Los Angeles branch.

Mr. Anderson was formerly vp in charge of western sales development and Mr. Hardison was formerly sales manager of the Los Angeles branch. Mr. Diebel was formerly an account executive in Los Angeles.

Alabama Committee Okays Bill to Ban Liquor Ads

The Alabama House business and labor committee has approved a bill to prohibit liquor advertising in Alabama. The bill prohibits advertising of beer, liquor and wine in newspapers and on billboards. However, it would allow liquor and beer ads in magazines which come into the state and on radio and television.

Anthony Joins Jones, Brakeley

John Anthony, formerly with J. M. Mathes Inc., New York, as account executive handling industrial press relations, has joined Jones, Brakeley & Rockwell, New York, as director of industrial press relations.

CHARLES A. HARRIS *has been named public relations director of Canadian National Railways, Montreal, succeeding W. R. Wright, who recently was named president of McCann-Erickson Ltd. As pr boss, Mr. Harris will handle CNR advertising and display.*

- Number and value of civil engine shipments
- Unfilled orders of aircraft for civilian use

III. PROPULSON SYSTEMS AND FUEL SECTION—CONTENTS

- U. S. reciprocating engines
- U. S. turbine engines
- U. S. rocket engines
- U. S. Ramjet engines

IV. GUIDANCE AND ELECTRONICS SECTION—CONTENTS

- Principal types of guidance systems
- Manufacturers of guidance systems
- Dollar value of contracts awarded

THE READERS OF AIRCRAFT AND MISSILES

The 23,821* *verified* readers of *AIRCRAFT AND MISSILES* are the heart of your $13 billion market in Design, Production, Procurement of:

- Airframes and Major Systems
- Components, Parts, Sub-Assemblies, Electronics and Allied Equipment
- Materials and Supplies
- Plant and Production equipment

*87.6%** of these readers directly influence the specification and procurement of aircraft/missile products and services — the highest reader influence level of any magazine in the field.*

*Total circulation 24,231
**From industry-wide National Analysts Personal Interview Study

Join the Major Companies advertising regularly in AIRCRAFT AND MISSILES and make sure you are in the Annual Handbook Issue. It is an effective long-life reference for buyers and presents a direct and economical means of selling the $13 billion aircraft/missile market:

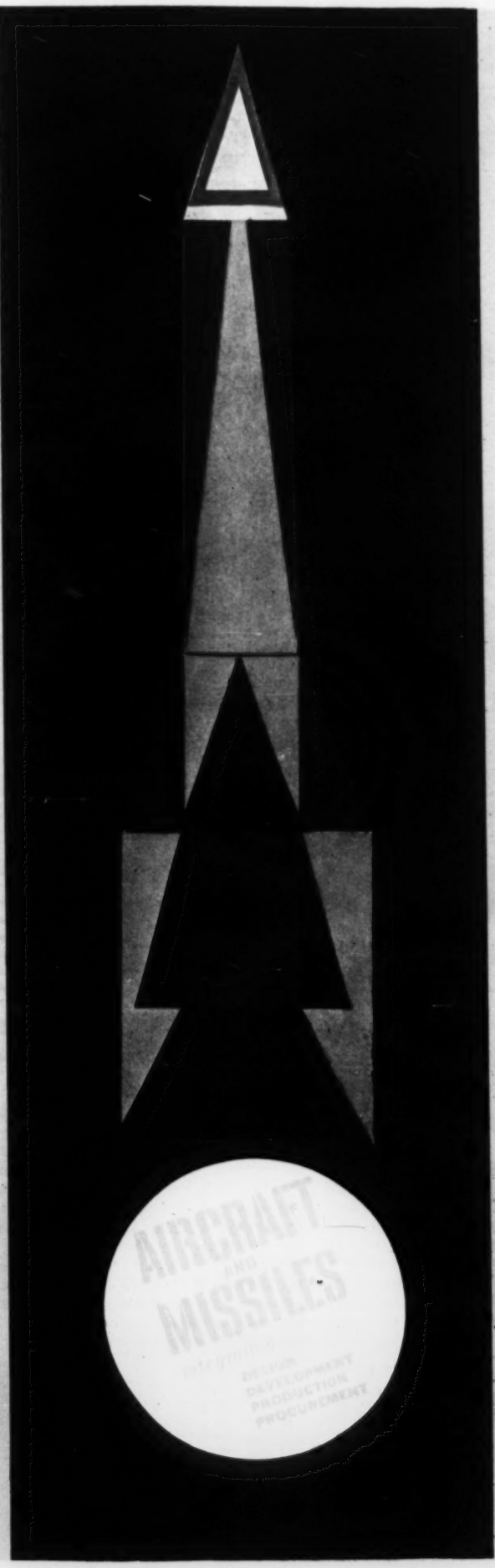
Reserve Your Selling Space Now In:

AIRCRAFT AND MISSILES' 1960 ANNUAL HANDBOOK ISSUE

A CONCENTRATED, YEAR-LONG SELLING OPPORTUNITY AT NO INCREASE OVER REGULAR ADVERTISING RATES

C-P BPA

A CHILTON PUBLICATION
Chestnut and 56th Street, Philadelphia 39, Pa.
SHerwood 8-2000



Selling Plank Is Only Start of Ad 'Magic': Bernbach

(Continued from Page 3)

—indeed the policy—of some agencies that once the selling proposition has been determined the job is done—anyone can take it from there and complete the ad.

"Well, I don't think the job is done at all," he continued. "It's exactly at this point that we really need superior writers and artists. It's exactly at this point that we need, not word and picture mechanics, but imaginative, original craftsmen who can take that selling proposition and, through the magic of their artistry, get people to see it—get people to remember it.

"Not to do this is inefficient and wasteful. It's like putting a terrific motor in a broken down automobile body. Our auto industry knows what a disastrous mistake this would be, yet it hasn't learned to relate this lesson to its advertising," Mr. Bernbach said.

■ Unless a company can afford a "tremendous budget" to overcome consumer indifference to advertising, the sales message must be blessed with vitality and dramatic graphic treatment, he said.

"The most criminal waste of a company's money is that spent on advertising the public is indifferent to. A company will spend years in research and hundreds of thousands of dollars to create a point of difference for its product—and then use run of the mill advertising to convey that difference to the people.

"Why? They must know that the 'feel,' the tone, the appearance of an ad speaks as eloquently as words for its product," he said. "They must know that if their ad looks like all others, their product will be classed with all others. So often the words are saying, 'Look how different I am,' while the total ad says, 'Pay no attention to what I say. I'm really one of the boys'."

■ Mr. Bernbach warned writers and art directors that their creativity is not a "license to be pretentious.

"Your job is to simplify, to dramatize, to use all your talents to make crystal clear and memorable the message of the advertiser," he said.

"Let's not blame everything on the boss or client," he added. "Let's take his mandates, unreasonable as they may seem, and turn them into something fresh and startling. It can be done. Remember, the surest way to lose our hard-won creative freedom is to do ineffective advertising." #

This Week in Washington . . .

Salute Ad Damned for Dam Artwork

By Stanley E. Cohen
Washington Editor

WASHINGTON, Oct. 15—Electric companies have been among the most faithful supporters of the Treasury's payroll savings plan. So Treasury officials decided to show their appreciation by distributing an ad picturing a big power dam and expressing a salute to the industry.

The ad went to 250 industrial publications which cooperate in the savings bond promotion effort. It also was distributed by Edison Electric Institute to hundreds of utilities which could arrange for mats if they wished to use it in house organs or advertising.

Just when all seemed to be going fine, the fuses blew. A utility in the state of Washington irately flashed the institute: Did they know the dam in the ad was the Grand Coulee, an embodiment of all that is distasteful to the privately-owned utilities?

■ Ultimately the Treasury convinced the utilities that the offense was accidental. The ad had been prepared by an Advertising Council task force agency (G. M. Basford Co.) which certainly could not be accused of being excessively sympathetic toward public power. The Treasury's ad chief, Ed Linehan, hastily added: "The Basford people have done wonderful work for us continuously since 1943. It was our responsibility to backstop them on this, and we let them down."

To add insult to injury, the incident is now being used by the National Rural Electric Cooperative Assn. to heckle the utilities the Treasury planned to honor.

A co-op newsletter distributed this week notes the Edison Electric Institute told members it was all right to eliminate the picture of Grand Coulee from the ad by substituting a different photo or by using only the text.

The co-ops quipped, "In a way it seems a shame that the upstanding, public spirited power companies, which, as everybody knows, are the chief guardians of our American way of life, should take such a narrow view."

■ But the co-ops would have been in a stronger position if they themselves were better acquainted with the payroll savings plan. Their newsletter says, "Both the private power companies and the Internal Revenue Service are blushing about a horrible mistake in the IRS savings bond ad." How did they ever get the impression that the savings bond program comes under the Internal Revenue Service?

'Phony Ads' Next in Probe? *Now that they have hit pay dirt in their probe of tv's quiz shows, members of the House committee on legislative oversight are encouraging speculation on the possibility that their spotlight will eventually shift to misleading tv commercials.*

A recent Drew Pearson column reported that subcommittee members are interested in a number of tv commercials, including "the automobile which never spills water," "the wax that polishes instantly," "the margarine that glistens" and "the detergent that scours."

Just as some quiz shows were said to be staged, the ads studied by the subcommittee were said to be staged too. For example, "the automobile which never spills water," according to Mr. Pearson, involved a well known car which illustrated its easy ride by showing a glass of water on the front panel as it traveled through the countryside. Allegedly the background moved, not the car.

The tv commercials probe would focus sharply on the agency business, as well as the Federal Trade Commission. During intermissions in the quiz show hearing last week, at least two subcommittee members confirmed the subject had been under study. Rep. Oren Harris (D., Ark.), the subcommittee chairman, refused to confirm or to deny.

'No Juveniles Rigged Quizzes' Attorney General William P. Rogers voiced his reaction to the testimony on tv quiz show rigging by declaring, "It is difficult to imagine the greed and cynicism which prompts a few people deliberately and wilfully to exploit the public trust.

"We adults do a lot of worrying about juvenile delinquents," he commented, "but there were no juveniles responsible for these scandals."

Like Federal Trade Commission Chairman Earl Kintner, he confessed that it will take more than diligence by government and networks to prevent a recurrence of this kind of evil. "Integrity and character are products of a whole society, not of law enforcement or government regulation," he noted.

FPC Sets Ad Hearings *The Federal Power Commission resumes hearings Oct. 26 on an accounting rule which would prevent utilities from including the cost of anti-public-power ads in their overhead for rate-making purposes. The case has been deadlocked since early in the year by a procedural appeal, because the utilities sought to prove that anti-public-power ads are necessary expenditures to protect their businesses, maintain confidence of stockholders, and reassure their employes. Last July, however, the commission ruled this kind of evidence would be out of order. It says the case must be decided simply on a matter of accounting practice.*

P.O. Rate Hike in Court Test? Ex-Federal Communications Commission Chairman Paul Porter did most of the talking as mail users went before the Interstate Commerce Commission last week to appeal an examiner's ruling which will raise parcel post and catalog postage rates by $88,000,000. From the way he organized his presentation, it was evident ICC won't have the final word on this. Mail users contend Post Office proposals for catalogs and parcels are excessive, and they apparently are prepared to go to court if necessary. #

Vic Aragon to 'N. Y. Post'

Vic Aragon, formerly assistant ad manager and art director of Wings Shirt Co., has joined the *New York Post* as an art director.

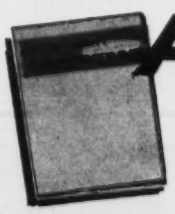
FIRST IN A SERIES: THE DSC STORY

a **program** that changed a market . . .

Dealer Sales Control: New Dimension in the Building Market

A program at work the past 14 years has changed the building industry. It has created a new marketplace in building materials distribution that calls for new marketing strategy. That program is DSC—Dealer Sales Control. DSC was created by American Lumberman and Building Products Merchandiser to help the lumber and building materials dealer realize his fullest potential as a dominant buying and selling influence in the building materials market and as a principal market factor in home building and home improvements. DSC has succeeded.

Thanks to DSC, the dealer, more than any other segment of this market, today has the superior management and merchandising skills, the financing abilities and resources, the permanent purchasing and sales staffs, physical plant and showroom to control his local building market. DSC dealers today control 55% of the home building market: they build 175,000 homes a year and control the building of, and sell materials for, 585,000 additional homes. Details are available on DSC, the superior dealer audience it has created, and what this superiority means in the new market.



American Lumberman and Building Products Merchandiser

THE MAGAZINE SHAPING THE NEW BUILDING MARKET

A PUBLISHERS' REP CAN SELL IT BETTER!

— and especially in the West where greater manpower, broader experience and contacts pay off for publishers.

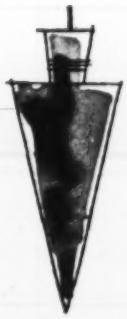
11-state coverage. Offices in San Francisco and Los Angeles.

"Mo" Kimball, Pres.

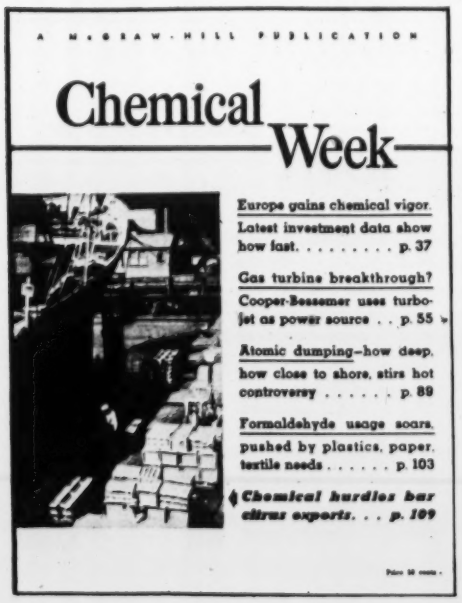
Kimball Co.

LOS ANGELES • 2550 Beverly Boulevard

ABCW



The Audit Bureau of Circulations and Chemical Week go together like bread and butter, home and mother. "ABC" is not a symbol, but a state of mind, a special way of living within the publishing world . . . a peculiarly reader-sensitive editorial environment . . . an omnipresent circulation conscience . . . a realistic regard for advertiser-agency concern with media costs and performance. Strangely enough (or is it?) the net result turns out to be the identical way you prefer to conduct your own business . . . to manufacture and sell the best possible product at the most equitable price for all who can benefit by its use. But then isn't this what you've come to expect from any McGraw-Hill magazine?


A McGRAW-HILL PUBLICATION
Chemical Week
Europe gains chemical vigor. Latest investment data show how fast. . . . . p. 37
Gas turbine breakthrough? Cooper-Bessemer uses turbo-jet as power source . . p. 55
Atomic dumping—how deep, how close to shore, stirs hot controversy . . . . . p. 89
Formaldehyde usage soars, pushed by plastics, paper, textile needs . . . . . p. 103
Chemical hurdles bar citrus exports. . . p. 109

IF YOU BUY ART AND TYPE

and photography, get ART DIRECTION, The Magazine of Creative Advertising. It's a monthly magazine with a fabulous visual report of WHAT'S BEST. Published since 1949, issues average over 120 pages of tremendous value as an art and idea source. Only $6.00 a year for twelve issues; $10.50 for 24 issues.

get **ART DIRECTION**

A16, 19 W. 44th Street, New York 36, N. Y.

PR Man's Consternation Over Use for Old Whisky Barrels Leads to 'Argosy' Contest

(Continued from Page 3)

and $30 each to produce, and that after one single use they are either smashed and burned, or sold for as little as 25¢ each, because of government regulation.

"I was rather appalled," he said, "and spent a lot of time thinking about it. Frankly, the man who can come up with a bright idea for using these barrels can literally make a fortune.

"No real idea came to me. But I wrote a feature story about the barrel situation. It's really a pretty good story, although nobody has published it yet.

"However, last May, during the Wine & Spirits Wholesalers convention in New York, I talked with Henry Steeger, editor of *Argosy*, and gave him a copy of my story, together with some photos of the barrel-making process.

"Anyway," Mr. Scholnick said, "we got to exploring possible means of exploiting the whole idea, and sort of jointly came up with the idea of running a contest of some kind.

"The way it is working out," Mr. Scholnick said, "the October issue of *Argosy* carried a three-page feature on the contest. The November, December and January issues will carry four pages each. With the magazine's 1,400,000 circulation the exposure is pretty good.

Joseph B. Scholnick

"Of course," he pointed out, "this is an *Argosy*-sponsored contest. Brown-Forman is not officially involved.

■ "*Argosy* has contracted for quite a bit of radio time on the Mutual Network, a series of 30-second and one-minute spots, advertising the contest. The entry blanks are available only in *Argosy*.

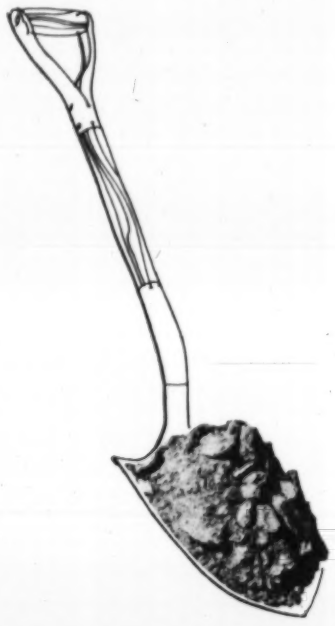
"From our end, we are going to merchandise the contest as much as possible. We are having 100,000 streamers printed for placement in retail liquor outlets. We will also send out publicity about the contest.

"From *Argosy's* end, it is already apparent this is going to be a big circulation booster. The October issue was only out a week and a half when 1,500 entries had been received. The people at Advertising Distributors of America, which is handling the entries, have revised their estimate to a minimum of 50,000 ideas that will be received.

"Of course, Brown-Forman gets brand exposure. But perhaps more than that is the fact that a really vital problem confronting the distilled spirits industry is being discussed in such a way as to reflect credit upon all bourbon whisky.

"From a public relations viewpoint," Mr. Scholnick said, "I am frank to say that I am really immodestly proud of the entire program. It's the kind of a good-image builder that benefits the whole industry without hurting anybody." #

ROLL OUT—*Lovely Gretchen Hudson of Brown-Forman Distillers Corp., Louisville, learns all about the Argosy "$1,000,000 Idea" contest while perched on the basic material—a bourbon barrel.*



how to build a continent

Start with a single shovel of earth. Add another and another and another. Then you'll have a continent . . . a *continuity* of earth.

You need continuity for successful advertising, too. It's particularly effective with newspapers. Newspapers go into the same homes day after day, week after week. To tell, to sell, to keep sold. Because we believe so strongly in the value of continuity in advertising, we have pioneered a new frequency-volume discount plan to encourage advertisers to take advantage of the impact of continuity. It offers discounts with no increase in existing rates. The Continuity-Impact-Discount plan makes possible the most effective use of newspapers. Let your Branham representative show you how C-I-D will get increased advertising impact for you in the Louisville market.

The Courier-Journal
THE LOUISVILLE TIMES

Wittner Promotes Waivada

Ernest L. Waivada, senior art director of Fred Wittner Co., New York, has been appointed vp in charge of the art department.

Inside The New York Times Magazine

"IF HE HAD BEEN BORN IN IOWA, he probably would have been 'Nick' to his friends and neighbors. Doubtless he would have been a successful farmer and an active member of the Grange. It would not have been strange if he had taken part in local politics and perhaps won a seat in Congress."

"KHRUSHCHEV WAS APPEARING at a meeting of party faithful to explain his denunciation of Stalin when a note was passed up from a member of the audience. 'What were you doing during the period of Stalin's crimes?' it asked. Khrushchev flushed, then looked angrily at his audience. 'Who sent this note?' he asked severely. There was no answer. 'Come on, who wrote this?' Still there was no answer. 'Well,' he said with a laugh, 'now you know what I was doing.'"

"A FORMER UKRAINIAN professor, who knew Khrushchev, [is quoted] as saying: 'This man is utterly unprincipled, without a trace of Communist or any other kind of idealism. He has killed thousands, including his closest friends and comrades. Remember that only those for whom lying and brute force became second nature could rise under Stalin.'"

"IF NOTHING WHATSOEVER comes from it all save fanfare and empty phrases . . . we may perhaps recall something Niccolo Machiavelli wrote four centuries ago . . . 'One prince of the present time, whom it is not well to name, never preaches anything else but peace and good faith, and to both he is most hostile, and either, if he had kept it, would have deprived him of reputation and kingdom many a time.'" *From a story on Khrushchev's visit to the U.S., The New York Times Magazine, September 13, 1959.*

WHAT'S INSIDE The New York Times Magazine for you? Significant interpretation of the news. Exciting results from advertising. It's distributed exclusively every Sunday with The New York Times, America's biggest Sunday newspaper salesman, into 1,300,000 homes and stores the country over.

Titeflex Names Oesterle A.M. Jay G. Oesterle, formerly sales promotion manager, has been appointed advertising manager of Titeflex Inc., Springfield, Mass., a subsidiary of Atlas Corp.

MUSIC TO ADVERTISE BY

RADIO-TELEVISION
JINGLES • ARRANGEMENTS • LYRICS
ORIGINAL MUSIC • FILM BACKGROUNDS

Kellogg's
Life Magazine
Standard Gasolines
Taystee Bread
Evinrude

SAMPLE SHOWCASE UPON REQUEST

Duncan Hines
Mars Candy Bars
Telephone Company
Northwest Orient
RCA Whirlpool

BERNIE SABER Musical Productions INC.
75 East Wacker Drive, Chicago 1, Ill. • Financial 6-5952

Merchandising Ideas

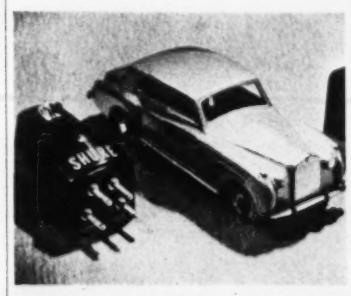
Gold Pokes Boost Taffy • They're giving away bags of gold—real gold—at the retail store of Mullane Taffy Co., Cincinnati. Customers get a "gold poke" with each $1 purchase, as long as the supply of gold holds out. These small "gold pokes," issued in connection with Colorado's centennial celebration, are filled with ore tailings from the Boulder Mill. Each bag is worth 25¢ in trade at participating merchants in Colorado, and Mullane also has given the "poke" value in Ohio. Customers may exchange five bags for a box of Mullane Taffy. Mullane Taffy has claimed that its candy is worth its weight in gold and now is taking a step to prove it by offering the small bags of gold to its customers. Rowe & Wyman is the company's agency.

Modistes Okay Drapery Design • Ceil Chapman, Adele Simpson, Pauline Trigere and Vera Maxwell—leading dress designers—are helping Pittsburgh Plate Glass Co. create new fashions and styles for drapery materials. James C. Plunkett, ad manager of Pittsburgh Plate's fiber glass division, explained this approach to the Pittsburgh Advertising Club recently, assisted by Miss Simpson, Miss Chapman and a Drapery-Designer Showcase featuring Melitta, singer-guitarist.

HIGH FASHION—*Fran Cherillo, Ketchum, MacLeod & Grove secretary, models a gown designed by Adele Simpson at a Pittsburgh ad-club meeting where Pittsburgh Plate Glass explained its merchandising program for fiber glass drapery material.*

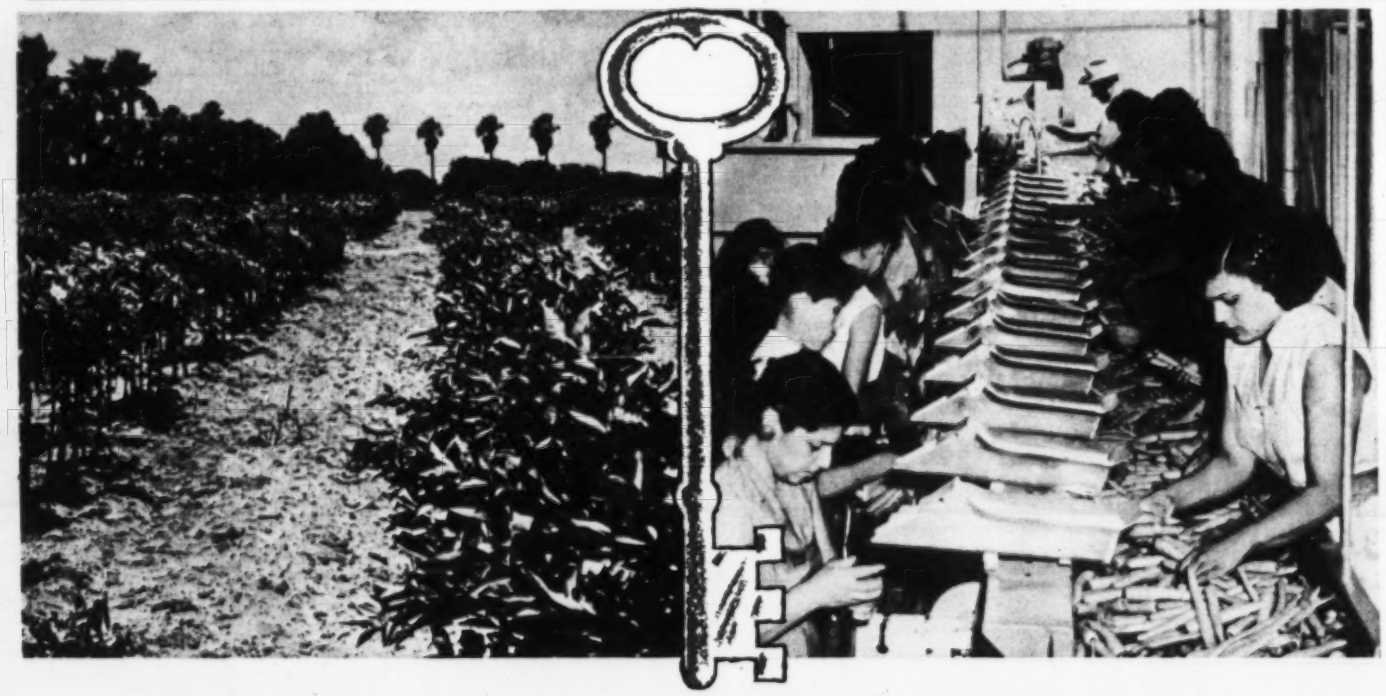
■ Pittsburgh Plate Glass does not make draperies, but supplies the decorative fiber glass yarn to converters. So, the designers suggested and approved drapery designs, and converters combined PPG's yarns with the designs and came up with something new in drapery material. The Drapery-Designer Showcase, a road show with music, was put together to introduce the new fabrics. After the road show closed, Drapery-Designer Showcases have gone into department stores to help initiate sales of the fabrics. A magazine and tv campaign also is being used to introduce the materials. Ketchum, MacLeod & Grove, the agency for the fiber glass division, helped to coordinate the introductory promotion.

Shure Awards Rolls-Royce • Kenneth E. Shutts, Chagrin Falls, O., a Cleveland suburb, was awarded a $13,995 Silver Cloud Rolls-Royce Oct. 7 during the New York High Fidelity Music Show by Shure Bros., Evanston, Ill., climaxing Shure's "Win Your Next Rolls-Royce" contest. Mr. Shutts was awarded the prize for best completing the statement, "I like Shure high fidelity stereo cartridges because. . . ," after listening to a demonstration of a Shure phonograph cartridge at a hi-fi store. Wayne T. Pintell, salesman at Audio Craft Co., Cleveland, who demonstrated the Shure cartridge to Mr. Shutts, also won a cash prize.

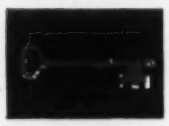


SAMPLE ROLLS—*Shure stereo phono cartridges flank a miniature Rolls-Royce, used by Shure Bros. to promote its "Win Your Next Rolls-Royce" contest to dealers.*

To merchandise the contest Shure mailed hundreds of miniature Rolls-Royce autos to its cartridge distributors, with the message, "Whether your Shure stereo cartridge sales will be miniature or the real thing is your decision." The contest also was backed by outdoor advertising and ads in hi-fi publications. #



MASTER KEY to the Treasures of the Rio Grande Valley!



Only The PACKER can Unlock the Fabulous Buying Power of 247 "Key Men"!

The Rio Grande Valley . . . fabulous treasure house of fresh fruit and vegetables . . . stretches along 150 miles of our southern border. Here, fields of tomato plants, laden with scarlet fruit, flourish between groves of citrus trees . . . cucumber, pepper, eggplant and melon fields stretch as far as the eye can see . . .

Here, too, millions upon millions of dollars are spent on farm machinery, fertilizers, insecticides, packing materials, petroleum products, cars, trucks and tractors by the growers and shippers of the Rio Grande Valley.

It is the "key men" — the big shippers, the managers of cooperatives and owners of big fruit and vegetable companies who control the immense buying power of "The Valley", financing, advising, helping and selling to the smaller farmers who sell them their produce.

Only The Packer can reach these key men. They are the 247 Packer subscribers in the Rio Grande Valley who read The Packer every Monday morning for the important news of their industry. They are the men who use The Packer to advertise their produce and their "deals" to the markets of the nation. They are the men who look to The Packer advertisers for the latest in supplies and equipment to make their operations more profitable.

In the Rio Grande Valley — and wherever fruits and vegetables are grown, shipped and marketed — you will find The Packer and will feel The Packer's influence. As the *Newspublication* of the Fresh Fruit and Vegetable Industry, there is no other medium that can be as effective, as fast, in reaching the buying power of nearly 16,000 Key Men.

Here's a Look* at What "The Valley" is Buying!

In one 60,000 acre section of "The Valley" Packer subscribers and the farmers they influence are buying $2,366,400 worth of fertilizers and insecticides. They operate 1,191 tractors and 1,005 trucks and pickups. The "Key men" in this area have been **Packer subscribers for an average of 24 years each!**

To sell the Rio Grande Valley, The Packer is the master key that will open the 247 Key Men's doors.

*For a closer look — write The Packer for detailed folder "Key to the Rio Grande Valley"

THE PACKER

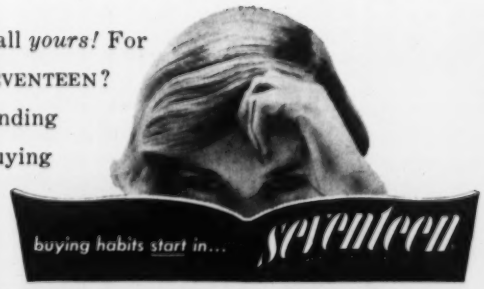
201 Delaware • Kansas City, Mo.

ABP ABC

Newspublication of the Fresh Fruit and Vegetable Industry

A GIRL'S BEST FRIEND IS HER *seventeen*

While a girl reads SEVENTEEN, she's in another world—a world that's all *hers*. Reach her there and she's all *yours!* For SEVENTEEN is the magazine she believes in, lives by and buys from. Why is the teen-age girl so devoted to SEVENTEEN? Because SEVENTEEN is devoted to *her*—EXCLUSIVELY. No other magazine gives her such complete understanding and friendly guidance. Perhaps that's why the advertising messages in SEVENTEEN create such amazing buying action. 65.2% of SEVENTEEN's every-issue readers have actually bought from its pages! Today this is more important than ever to advertisers. For *the Teen-Age Market has come of age* in a great big way!



it's easier to **START** *a habit than to* **STOP** *one!* SEVENTEEN MAGAZINE • 488 Madison Avenue, New York 22 • PLaza 9-8100

DOUBLE EXPOSURE FOR YOUR ADVERTISING: SEVENTEEN-at-School—only magazine of its kind—offers your educational materials to high school home economics teachers. SEVENTEEN Magazine carries your advertising into their classrooms. Ask us about it!

Dedicated Service

Serving our customers through quality typesetting, with emphasis on reliability has long been the established practice at SERVICE Typographers. This dedication of SERVICE is our continuing pledge to produce the finest in type for all your ads, mailers, and printed pieces. Specify SERVICE in your next type need and get a proof of the difference.

SERVICE typographers, inc.
723 S. WELLS ST. CHICAGO 7, ILL. HArrison 7-8560

where typesetting is still an art

'Suburbia Today' Adds Four

Suburbia Today, Chicago, has added four newspapers, effective with the October issue, to increase its total distributing suburban newspapers to 188. The newspapers are the *Daily Journal*, Marietta, Ga.; *Record*, Minnetonka, Minn.; *South Shore Record*, Hewlett, N. Y., and the *Star Builder*, Broomfield, Colo.

Warren Joins Dallas Company

Gerald A. Warren has joined Petroleum Engineer Publishing Co., Dallas, as district manager of the Pittsburgh-Cleveland area. Mr. Warren was formerly Detroit district sales manager of Capper Publications.

Live Better Electrically Drive Gets Budget Increase of $250,000; to Stress Appliances

NEW YORK, Oct. 13—The Edison Electric Institute today announced it will spend $3,000,000 on its Live Better Electrically ad campaign during 1960, about $250,000 more than the 1959 budget.

Theme for next year's campaign, centered primarily in print and television, is "Electricity is your better way." Fuller & Smith & Ross, Cleveland, is the agency.

The association said it will use a total of 27 color pages in *Better Homes & Gardens*, *Life* and *The Saturday Evening Post;* a trade magazine campaign; and 96 commercial minutes on two daytime tv shows to be selected, plus a spot tv schedule.

ELECTRIC—*Edison Electric Institute will support local merchandising drives next year with national ads and other material. This ad will promote the Kitchen Carnival in March and April.*

Allen S. King, president of EEI and of the Northern States Power Co., Minneapolis, said the program will give special emphasis to load-building appliances such as ranges, dryers, water heaters and house heating equipment.

■ The campaign also includes a spring and fall push for Housepower, to promote adequate residential wiring. Other ads are scheduled to support three local merchandising events for electric appliances: Kitchen Carnival in March and April; Laundry Festival in August and September; and Give Better Electrically before Christmas.

A $100,000 consumer contest is planned for next fall, to be promoted in a multi-page magazine spectacular (the magazine is not yet selected) similar to the 30-page *Life* ad Sept. 14 (AA, March 16). #

Stroh Drops Announcer 'Too Close' to Goebel

The Detroit Tigers are withdrawing the voice of Van Patrick from radio and tv next season and will substitute George Kell, former Tiger, who has been working with Mr. Patrick. Stroh Brewing Co. recently purchased the Tiger broadcast rights for a five-year period at $600,000 a year. Mr. Patrick ends a 17-year connection with the Tigers, all of that time under sponsorship of Goebel Brewing Co., which has been succeeded as sponsor by Stroh.

Because Mr. Patrick has been identified with Goebel so long and will continue to air Detroit Lion football games for Goebel, he was ruled out as announcer for Stroh. The announcer, part of the broadcast package, technically is an employe of the Detroit Baseball Co.

American Trade Boosts Two

American Trade Publishing Co., New York, has named John E. Gorman a vp in charge of the Chicago office and Richard C. Moderhack midwestern sales manager of *Bakers Weekly*, headquartering in the Chicago office. Mr. Gorman has been with American Trade Publishing for the past ten years; Mr. Moderhack has been with the company since 1954.

PLANT ENGINEERING magazine dedicates this series to its readers, the thousands of plant engineers who plan, purchase and maintain America's industrial plants and the equipment and supplies they use.

Function:

"The Plant Engineer is at the source of our problems, conceives the solutions and directs the intricate steps of execution."

Charles H. Williams
Administrative Vice President – Engineering
United States Steel Corporation

Plant Engineering

WNJR
negro radio for metro new york

Why Red Blaik chose LOOK to tell his story of Army football

When word got out that Col. Earl H. (Red) Blaik was writing his memoirs, the magazines eager to publish them lined up with the determination of an Army team. Blaik's story begins in the current LOOK.

Here, under the byline of the former West Point football coach and exclusively in LOOK, are the thrills of 25 autumns of Saturday afternoons. Here, from the only man who *knows*, is the truth behind the Blaik resignation . . . his differences with Army officials . . . his relationship with Douglas MacArthur . . . the expelled football players . . . the revolutionary Lonely End attack.

The reasons *Red Blaik Speaks Out* in LOOK—and in no other publication—are a story in themselves. Blaik says it's partly because "I feel LOOK consistently provides constructive and authoritative, though controversial, coverage of many subjects, including football." And, of course, there is his lifelong friendship with Tim Cohane, LOOK Sports Editor, who helped Blaik write the three-part series of articles that will later appear in book form.

It is this double-threat lineup—a reputation for authority and the editors' personal participation—that generates the top-caliber reporting for which LOOK is known. In sports, it has given LOOK "firsts" on Jackie Robinson's retirement . . . Wilt Chamberlain's decision to turn pro . . . Ingemar Johansson's lethal right . . . the West Coast football scandal. Outside of sports, it has produced LOOK exclusives on such people as the father of the atomic submarine and the leader of Cuba's revolution.

Nothing interests people so much as the exciting story of people. LOOK is dedicated to getting that story. Getting it *first* very often. Getting it *best* almost always . . . for LOOK editors *live* the story to *get* the story. The result: a warm editor-reader rapport unmatched by any other magazine.

READ IN 16,850,000 HOUSEHOLDS

LOOK The Exciting Story of People

Consumer Contest Entrants Are Family Folk, Survey Finds

NEW YORK, Oct. 13—Of people entering consumer contests, an overwhelming proportion (86.2%) are in the under-$8,000-a-year income brackets. Of the entrants, 45.6% are in the $5,000 to $8,000 income group and 40.6% in the under-$5,000 group.

The group earning more than $8,000 a year accounts for 13.8% of contestants.

Also, a majority of contestants are family people, with 76% having children; 62% own their own homes.

These are some of the facts presented in a national survey of consumers, their opinions and attitudes, concerning contests, released today by Bruce, Richards Corp.

On contest types and prizes, 40.1% of the women and 30.1% of the men interviewed said they entered many contests, and 12.8% of the women and 17.1% of the men said they seldom entered contests.

The survey is based on questionnaires mailed to 10,000 people in all walks of life, geographically apportioned in relation to national population distribution and balance as to age groups and sexes. The response was more than 60%, the report says.

■ On contest type preferences, 33.2% of the women and 25.2% of the men prefer completing the last line of a jingle, but 30.1% of the women and 25.8% of the men prefer a sweepstakes type contest, where no skill is involved.

On prize preferences, 80.4% of the women and 90.3% of the men prefer cash to other types of prizes.

On how people feel about being required to purchase the sponsor's product in order to enter a contest, the survey found that most people have no objection to buying a product to enter a contest.

On the question of advertising media for promoting a contest, the survey says, "The selection of media for promoting a contest is a moot point, involving an area of expert knowledge in which the editors are not qualified to venture any opinions."

■ In the most recent contest that they entered, 41.7% of the women and 36.2% of the men were attracted by advertising in a magazine or magazines; 28.2% of the women and 27.4% of the men were attracted by newspaper advertising; 18.5% and 18%, respectively, by store displays, and 11% and 16.8%, respectively, by television advertising.

Copies of the results of the survey are available from Bruce, Richards Corp., 104 E. 35th St., New York 10. #

NEW DRIVE—*Conn Organ Corp., Elkhart, Ind., breaks a new drive in October with ads like this in Holiday, Life, National Geographic Magazine, Reader's Digest and The Saturday Evening Post. Batten, Barton, Durstine & Osborn, Chicago, is the agency.*

Cory Snow Adds Two

Stantial McCulloch Co., Medford, Mass., has appointed Cory Snow Inc., Boston, to handle its advertising. McCulloch distributes the McCulloch chain saw. Snow also has been named to handle advertising for General Communication Co., Boston, maker of radio electronic equipment.

Worcester Joins Universal

Robert M. Worcester has joined Universal Advertising Agency, Omaha, as an assistant account executive. Mr. Worcester was formerly public relations director of the Nebraska Heart Assn.

Quinlan Named Ad Manager

Robert E. Quinlan has been appointed advertising manager of National Bakers Services, Chicago. Mr. Quinlan has been midwestern field manager of the company for the past four years.

nothing nails down sales like
AWHERENESS

and nothing builds AWHERENESS like the Yellow Pages

From Hardware to Lumber, whatever you sell, you'll sell *more* when AWHERENESS of your product or service directs prospects to your local outlets—through the Yellow Pages.

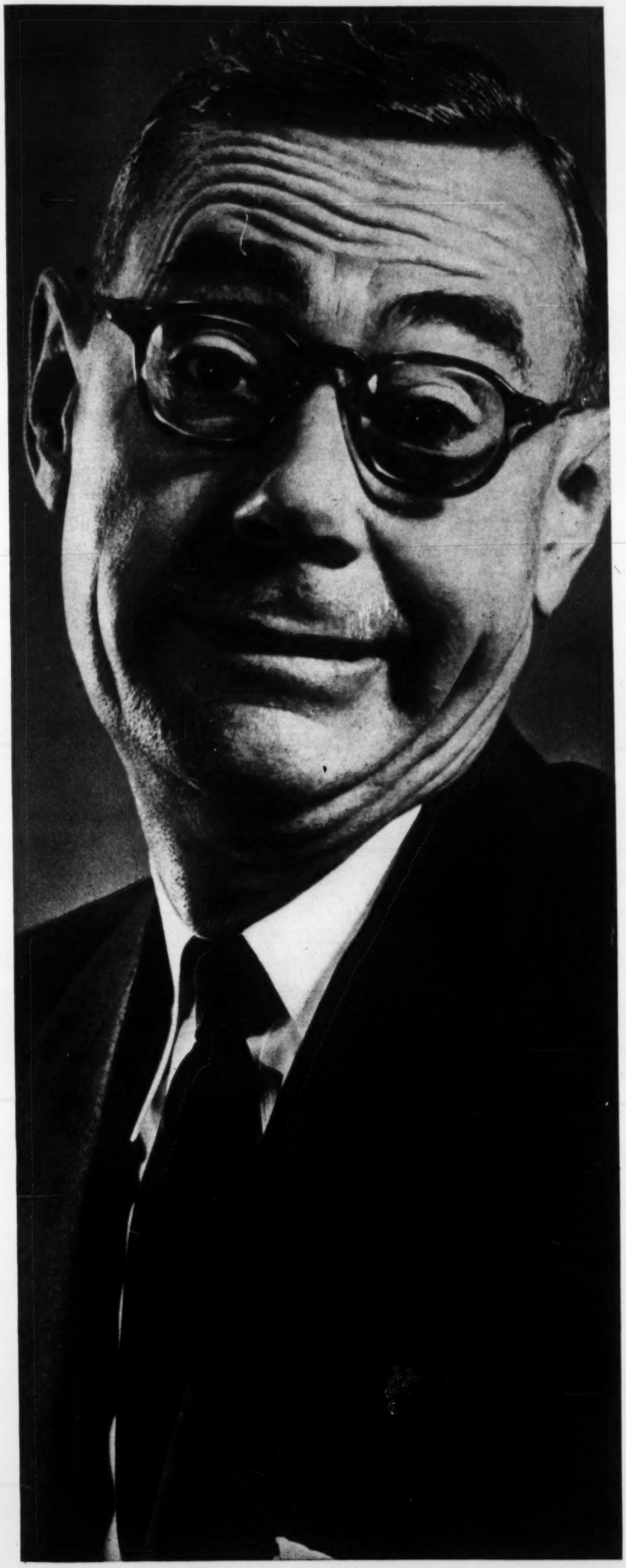
For the manufacturer of national brand-name products, Trade-Mark Service in the Yellow Pages tells prospects where they can find his local outlets. For the local businessman, Yellow Pages advertising makes the community aware of the products and services he offers.

Remember, nothing builds AWHERENESS for your business like the Yellow Pages—the shopping guide used by 9 out of 10 shoppers.

Let the Yellow Pages man help you plan an AWHERENESS program for your business. Call your local Bell telephone business office today.

YELLOW PAGES

The advertising medium that tells people where to find your local outlets!



"Go ahead! Cut the purchasing agent off the schedule... your competitors will love it!"

And they would, too.
Ask your own salesmen!

It's the purchasing agent who, particularly in today's tight economy, decides what share of the orders you get... *if any at all!* And he selects the supplier in three out of four cases.

Modern purchasing is complex. Today's purchasing agent is concerned with the science of purchasing... new procedures, methods, techniques. That's why the modern purchasing agent reads the editorial and advertising pages of PURCHASING Magazine for the very latest in news and methods information.

Prove it to yourself. Ask your customers and prospects. See our new slide film, "You and the Purchasing Revolution."

PURCHASING MAGAZINE

A CONOVER-MAST PUBLICATION

BPA NBP

the methods and news magazine for industrial buyers

205 East 42nd Street, New York 17, New York

Jumbo PRODUCT REPRODUCTIONS

Your product blown up to as large as 12 feet — in Plexiglass — with interior illumination by high output fluorescent lamps — offering single turntable motion — or our own patented double motion. It spins on its own axis four times faster than it revolves in a 360° circle.

For outdoor advertising purposes at the source of product manufacture —

- In super-market and shopping center parking lots
- In high traffic areas of limited ground space

Any product — any quantity sold or leased anywhere in the United States and Canada. Write for cost information or for appointment with company representative.

ACTION DISPLAYS, INC.
Berlin, Wisconsin

The most effective Day & Night outdoor advertising

Lever Tests Liquid All

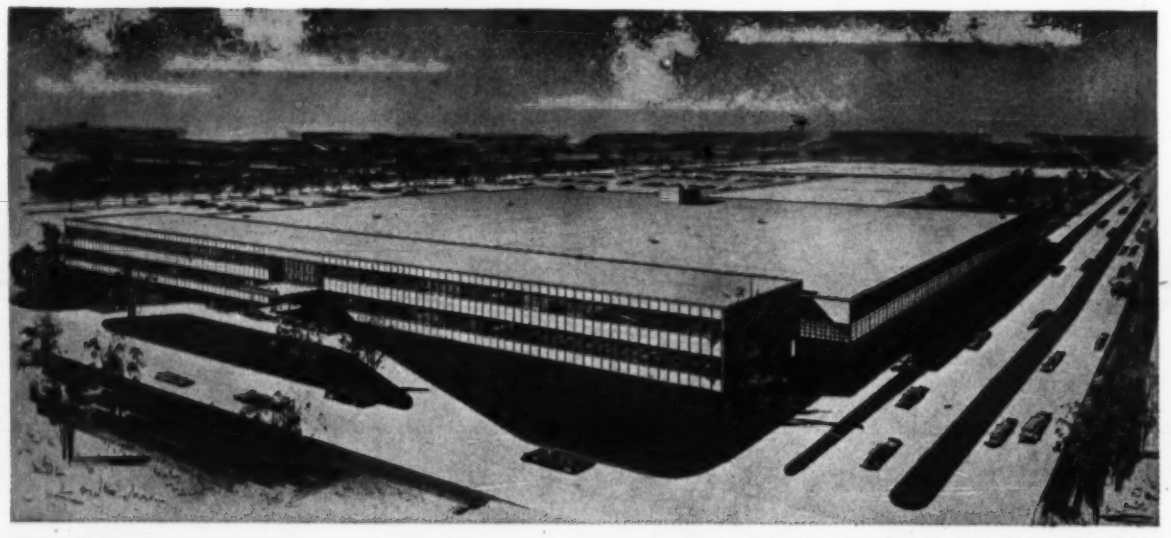
Liquid All, a new Lever Bros. product, is being introduced with a spot tv campaign in two test markets, Spokane and Toledo-Fort Wayne. Copy theme says Liquid All is the first low-sudsing product which can wash any fabric at any recommended temperature in any washer. Needham, Louis & Brorby, Chicago, is the agency. Several years ago, Lever introduced Hum, a medium-sudsing liquid detergent, into New England test markets where it has since remained and now is thought to be rather inactive.

Lange Joins Conover-Mast

John Lange, formerly in the direct mail department of McGraw-Hill Publishing Co., New York, has joined Conover-Mast Publications, New York, on the sales staff of *Purchasing Directory*. He succeeds Cornwall Miller, who has joined the sales staff of *Boating Industry*, another Conover-Mast publication.

INSTANT ESPRESSO—*S. A. Schonbrunn & Co., Palisades Park, N. J., is introducing its Instant Medaglia d'Oro espresso coffee starting this month. A 25¢ off regular price deal is being used. Newspapers and radio will be used. MacManus, John & Adams handles U.S. advertising. Pettinella Advertising Co. handles foreign language advertising.*

Muskegon, Michigan is Growing with Brunswick



Courtesy Cunningham-Limp Company, designers-engineers-builders

Brunswick LIKES MUSKEGON!

Brunswick's huge expansion in Muskegon means new readers of The Muskegon Chronicle. With the switch in Brunswick's Automatic Pinsetter manufacturing from the East to a new 200,000 sq. ft. plant in Muskegon (adjacent to Brunswick's existing bowling alley, pin and ball plant established in Muskegon in 1906) families are moving in and experiencing how wonderful it is to live in Muskegon, Michigan.

The hundreds of new jobs . . . the millions in pay roll and local purchases represented by this additional plant means more sound growth for Muskegon. It means a bigger market (now 139th largest Standard Metropolitan Market) to reach with advertising in The Muskegon Chronicle . . . read by 99% of the families in the city area. Circulation of The Chronicle is 44,000 daily.

THE MUSKEGON CHRONICLE

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

Perception Studies More Practical Than Motivation: Ben-Zeev

CHICAGO, Oct. 13—Two psychologists last week described a new dimension in consumer research which shifts the emphasis from "why" to "what."

Speaking before the Chicago chapter of the American Marketing Assn., Saul Ben-Zeev and Irving S. White, directors of Creative Research Associates, described the technique as perception research.

Perception research focuses on the way the consumer himself perceives and acts in the process of "experiencing" a product, they explained. It does not, like motivation research, search for the subconscious motivations connected with the product.

"It is more important to know that a woman enjoys the sensation of applying a facial lotion, for example, than to know that she has the fantasy of identifying with a movie star when using the product," said Mr. Ben-Zeev.

■ The researchers used the example of pipe smoking studies to illustrate the difference between motivation research and perception research when applied to advertising.

Applying motivation findings, the advertiser would have to decide whether to stress dependency needs (oral satisfaction, for example) or aggressive needs (such as an expression of self-assertion through smoking), without knowing which of the contradictory motives is more valid.

Perception research, on the other hand, might discover that the lighting up procedure and the aspect of harmony when smoking are two important elements which the smoker himself perceives. The advertiser can then decide which aspect he wishes to stress—based not on validity (since both are valid), but on which he can give more dramatic impact in his advertising.

In applying perception research findings, they said, the advertiser does not have to manipulate consumer drives. He deals with those factors in his product and its meaning which he can control; that is, he can do something about the kind of experience that the consumer can expect to have. #

Wheeler Names Thompson

C. H. Wheeler Mfg. Co., Philadelphia, maker of steam power pumping and marine auxiliary equipment, has appointed T. K. Thompson Associates, King of Prussia, Pa., to handle its advertising and public relations.

Buy Boston the way Boston Department Stores Do

Who knows best — in any city — how to get people to buy?

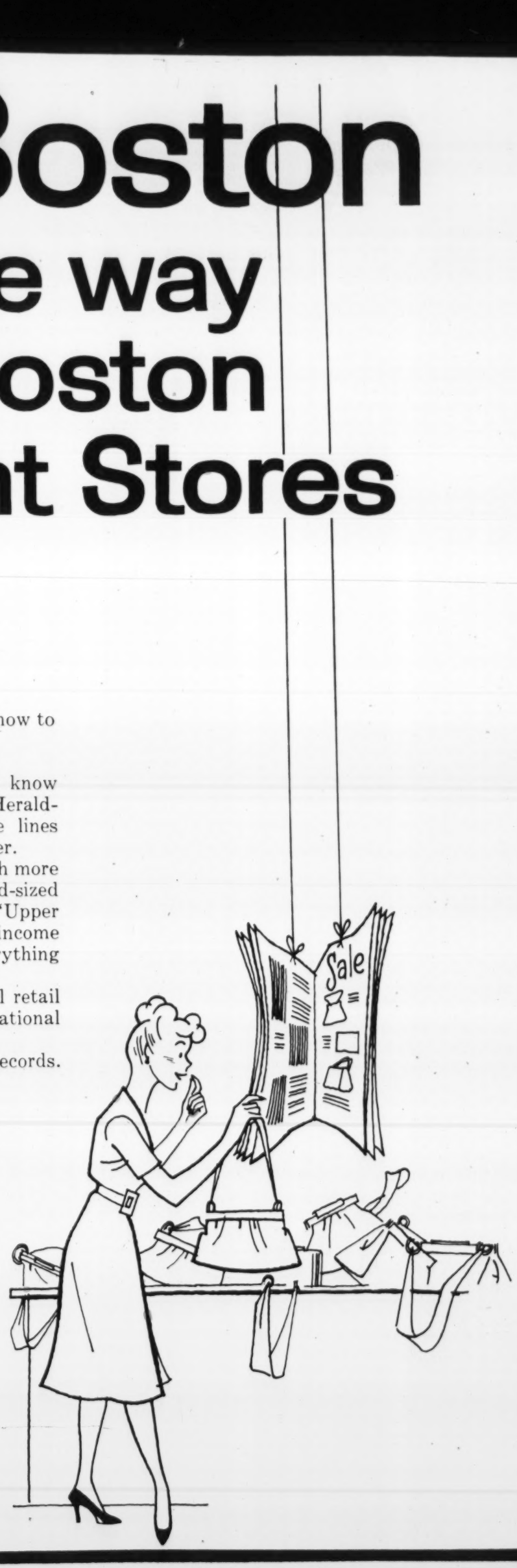
The department stores, sure.

In Boston the department stores know they get more action from the Herald-Traveler. Almost two million more lines daily leadership over the second paper.

With the Herald-Traveler you reach more people than with any other standard-sized paper . . . among them *more* of the "Upper Two-Thirds", the middle and upper income families who buy more of almost everything from cereals to outboards.

For 27 years — leadership in total retail linage. For 31 years — leadership in national linage.

Linage figures from 1958 Media Records.



The BOSTON HERALD-TRAVELER

Boston's home-delivered newspaper

gives you the

"Upper Two-Thirds"

Represented nationally by **SAWYER-FERGUSON-WALKER CO.**
New York - Philadelphia - Detroit - Chicago - Atlanta
Los Angeles - San Francisco
Special travel and resort representative: **HAL WINTER CO.,** Miami Beach
CANADA — **E. A. WILLIAMS,** Toronto and Montreal

No Single Audit of Business Papers Is on Horizon: Wolcott

CHICAGO, Oct. 13—There seems little likelihood of a single audit bureau for all business publications, in the opinion of Alan T. Wolcott, exec vp of Audit Bureau of Circulations.

He told a meeting of the Chicago Business Publications Assn. that it is unlikely that all publishers would ever conform to a single set of auditing regulations, or that advertisers and agencies would insist on circulation statements audited by one organization.

"They never have," he said. "I don't think they ever will.

"However, I do believe that it would be in the best interest of the industry for advertisers, agencies and reputable publishers to join forces soon and voluntarily cooperate in reducing the number of circulation statements which are given recognition and acceptance.

"Whether any consolidation of existing services is feasible or not, I don't know," Mr. Wolcott continued. "But I do feel strongly that any extension of the recognition given to publishers' sworn statements or to publication distribution reports issued by certified public accounting firms or other reporting firms, by either publishers or advertisers and agencies, would not be in the interests of ABC, BPA [Business Publications Audit], CCAB [Canadian Circulations Audit Board] or the industry as a whole."

■ Mr. Wolcott gave answers to several questions submitted to him in advance:

Do business publications receive adequate attention in ABC?

• He pointed out that of the 3,876 total membership in ABC, 352 are business publications and more than 1,000 are advertisers or agencies, most of which use business papers in their ad programs. "Business publications are now, always have been, and in my opinion always will be, important to ABC," he said.

Why is ABC losing business publication members?

• During the past five years, Mr. Wolcott reported, ABC added 56 business publication members and lost 69, for a net decrease of 13. "In my opinion," he said, "by far the most important reason for a business publication resigning from ABC is a decision on the part of the publisher to add so much free distribution to meet non-ABC competition that he cannot meet ABC's 70% paid distribution requirement."

Will Standard Industrial Classification breakdowns be used more by ABC?

• While ABC neither promotes nor discourages the use of SIC by members, Mr. Wolcott said, "I think more publishers will use SIC in the future simply because in certain fields it seems advantageous to both publishers and buyers to have circulation analyzed according to SIC classification."

Do advertisers care about circulation?

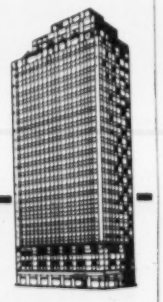
• Some do; some don't. "In my opinion, publishers as well as advertisers would gain through greater discrimination in circulation evaluation," he said. "From ABC's point of view, we consider it our function to endeavor to build understanding and appreciation of the values of ABC audited circulation. Perhaps we should do more. Publishers, likewise, might well do more." #

Beaumont & Hohman Adds 2

The Seattle office of Beaumont & Hohman has been appointed to handle Cudahy canned meat product advertising in Washington and Alaska and all advertising for Pacific Maid Shrimp & Oysters, Seattle.

Perlman Adds Bethlehem

Bethlehem Furniture Mfg. Corp., New York, has appointed Philip J. Perlman Associates, New York, to handle its advertising. The company formerly placed advertising direct.



203 North Wabash Avenue . . .

Ideal Location for
AGENCIES
ARTISTS
PUBLISHERS
PUBLICATION REPS
and allied professions

This modern, well-kept building on the rim of the loop offers efficient office layouts in single and multiple units. Only minutes from all business services and suppliers . . . just a step to finest restaurants, shops, hotels . . . convenient to all transportation . . . ample parking facilities.

24-hour building service—
7 days a week.
Air Conditioning optional
Subleases available
Inspection invited—contact
CHAS. G. GREEN
203 N. Wabash Ave., Chicago 1
RAndolph 6-3542

✱ *Contact the nearest* Consolidated Paper Merchant *listed here for complete information or free trial sheets to make your own comparison test. His service is outstanding and he carries a complete stock of Consolidated Enamel Printing Papers. As a paper expert, you can count on his sound advice to save you money and trouble on every job.*

ALABAMA
Birmingham — Graham Paper Co.
Birmingham — The Whitaker Paper Co.
Mobile — The Partin Paper Co.
ARIZONA
Phoenix — Blake, Moffitt & Towne
Phoenix — Butler Paper Company
Phoenix — Graham Paper Company
Tucson — Blake, Moffitt & Towne
Tucson — Graham Paper Company
ARKANSAS
Little Rock — Western Newspaper Union
CALIFORNIA
Fresno — Blake, Moffitt & Towne
Long Beach — Blake, Moffitt & Towne
Long Beach — Sierra Paper Company
Los Angeles — Blake, Moffitt & Towne
Los Angeles — Sierra Paper Company
Oakland — Blake, Moffitt & Towne
Oakland — Pacific Coast Paper Company
Sacramento — Blake, Moffitt & Towne
San Bernardino — Blake, Moffitt & Towne
San Diego — Blake, Moffitt & Towne
San Diego — Sierra Paper Company
San Francisco — Blake, Moffitt & Towne
San Francisco — Pacific Coast Paper Company
San Jose — Blake, Moffitt & Towne
Stockton — Blake, Moffitt & Towne
COLORADO
Denver — Butler Paper Company
Pueblo — Butler Paper Company
CONNECTICUT
Bridgeport — Lott-Merlin, Inc.
Hartford — Green & Low Paper Co.
Hartford — Henry Lindenmeyr & Sons
New Haven — Henry Lindenmeyr & Sons
New Haven — Whitney-Anderson Paper Co., Inc.
DISTRICT OF COLUMBIA
Washington, D.C. — R. P. Andrews Paper Co.
FLORIDA
Jacksonville — Jacksonville Paper Company
Miami — Everglade Paper Company
Miami — E. C. Palmer & Co., Ltd.
Orlando — Central Paper Company
Tallahassee — Capital Paper Company
Tampa — E. C. Palmer & Co., Ltd.
Tampa — Tampa Paper Company
GEORGIA
Atlanta — The Whitaker Paper Co.
Savannah — The Atlantic Paper Company
IDAHO
Boise — Blake, Moffitt & Towne
Idaho Falls — American Paper & Supply Co.
ILLINOIS
Chicago — Bradner Smith & Co.
Chicago — J. W. Butler Paper Co.
Chicago — Marquette Paper Corp.
Chicago — Moser Paper Co.
Chicago — The Whitaker Paper Co.
Decatur — The Decatur Paper House, Inc.
Moline — Newhouse Paper Company
Peoria — J. W. Butler Paper Co.
Peoria — Peoria Paper House, Inc.
Quincy — Irwin Paper Co.
INDIANA
Evansville — Butler Paper Company
Fort Wayne — Butler Paper Company
Indianapolis — Century Paper Company
Indianapolis — C. P. Lesh Paper Co.
Terre Haute — Mid-States Paper Company, Inc.
IOWA
Cedar Rapids — J. W. Butler Paper Co.
Davenport — Peterson Paper Co.
Des Moines — Pratt Paper Company
Des Moines — Western Newspaper Union
Sioux City — Western Newspaper Union
KANSAS
Wichita — Butler Paper Company
Wichita — Graham Paper Co.
KENTUCKY
Louisville — Graham Paper Company
Louisville — Louisville Paper and Mfg. Co.
LOUISIANA
New Orleans — Butler Paper Company
New Orleans — Graham Paper Company
Shreveport — Western Newspaper Union
MAINE
Augusta — C. M. Rice Paper Company
Portland — C. M. Rice Paper Company
MARYLAND
Baltimore — The Mudge Paper Company
Baltimore — The Whitaker Paper Co.
MASSACHUSETTS
Boston — Cook-Vivian-Lindenmeyr & Co.
Springfield — Whitney-Anderson Paper Co., Inc.
Worcester — Butler-Dearden Paper Service, Inc.
MICHIGAN
Detroit — Butler Paper Company
Detroit — The Union Paper & Twine Co.
Grand Rapids — Central Michigan Paper Co.
Grand Rapids — Grand Rapids Paper Company
Lansing — Weissinger Paper Co.
Owosso — Weissinger Paper Co.
MINNESOTA
Duluth — John Boshart Paper Company
Minneapolis — Butler Paper Company
Minneapolis — Newhouse Paper Company
Minneapolis — The Paper Supply Co., Inc.
St. Paul — Anchor Paper Company
St. Paul — Newhouse Paper Company
MISSISSIPPI
Jackson — Graham Paper Company
MISSOURI
Kansas City — Butler Paper Company
North Kansas City — Graham Paper Company
St. Louis — Butler Paper Company
St. Louis — Graham Paper Company
Springfield — Butler Paper Company
MONTANA
Billings — Western Newspaper Union
Billings — Yellowstone Paper Company
NEBRASKA
Lincoln — Western Newspaper Union
Omaha — Western Paper Company
NEVADA
Reno — Blake, Moffitt & Towne
NEW HAMPSHIRE
Concord — C. M. Rice Paper Company
NEW JERSEY
Hillside — Henry Lindenmeyr & Sons
Newark — Central Paper Company
Trenton — Central Paper Company
NEW MEXICO
Albuquerque — Butler Paper Company
NEW YORK
Albany — W. H. Smith Paper Corp.
Buffalo — The Alling & Cory Company
Buffalo — Franklin-Cowan Paper Company
New York — The Alling & Cory Company—Miller & Wright Paper Co.
New York — Linde-Lathrop Paper Co., Inc.
New York — Henry Lindenmeyr & Sons
New York — Majestic Paper Corporation
New York — Marquardt & Company, Inc.
New York — The Whitaker Paper Co.
Rochester — The Alling & Cory Company
Syracuse — The Alling & Cory Company
Utica — The Alling & Cory Company
NORTH CAROLINA
Charlotte — Caskie Paper Co., Inc.
Raleigh — Epes-Fitzgerald Paper Co.
Raleigh — The Raleigh Paper Co.
NORTH DAKOTA
Fargo — Western Newspaper Union
OHIO
Akron — The Central Ohio Paper Co.
Akron — The Union Paper & Twine Co.
Cincinnati — The Diem & Wing Paper Co.
Cincinnati — The Whitaker Paper Co.
Cleveland — The Central Ohio Paper Co.
Cleveland — The Union Paper & Twine Co.
Columbus — The Central Ohio Paper Co.
Dayton — The Central Ohio Paper Co.
Toledo — Paper Merchants, Incorporated
Youngstown — The Whitaker Paper Co.
OKLAHOMA
Oklahoma City — Graham Paper Company
Oklahoma City — Western Newspaper Union
Tulsa — Beene Paper Company
OREGON
Portland — Blake, Moffitt & Towne
PENNSYLVANIA
Bethlehem — Wilcox-Walter-Furlong Paper Co.
Erie — Daka Paper Company
Harrisburg — The Alling & Cory Company
Philadelphia — Quaker City Paper Co.
Philadelphia — J. L. N. Smythe Co.
Philadelphia — Wilcox-Walter-Furlong Paper Co.
Pittsburgh — General Paper Corp.
Pittsburgh — The Whitaker Paper Co.
Scranton — Megargee Brothers, Inc.
York — The Mudge Paper Company
York — Quaker City Paper Co.
RHODE ISLAND
Providence — Cook-Vivian-Lindenmeyr & Co.
SOUTH CAROLINA
Columbia — Epes-Fitzgerald Paper Co.
SOUTH DAKOTA
Sioux Falls — Sioux Falls Paper Co.
TENNESSEE
Chattanooga — Graham Paper Company
Knoxville — Graham Paper Company
Memphis — Graham Paper Company
Memphis — Western Newspaper Union
Nashville — Graham Paper Company
TEXAS
Abilene — Southwestern Paper Company
Austin — Graham Paper Company
Dallas — Graham Paper Company
Dallas — Southwestern Paper Company
El Paso — Graham Paper Company
Fort Worth — Southwestern Paper Company
Houston — Graham Paper Company
Houston — E. C. Palmer
Houston — Southwestern Paper Company
Lubbock — Graham Paper Company
San Antonio — Graham Paper Company
UTAH
Ogden — American Paper & Supply Co.
Salt Lake City — American Paper & Supply Co.
Salt Lake City — Western Newspaper Union
VIRGINIA
Lynchburg — Caskie Paper Company, Inc.
Norfolk — Epes-Fitzgerald Paper Co.
Richmond — Epes-Fitzgerald Paper Co.
Richmond — B. W. Wilson Paper Company, Inc.
WASHINGTON
Seattle — Blake, Moffitt & Towne
Seattle — West Coast Paper Company
Spokane — Blake, Moffitt & Towne
Tacoma — Allied Paper Company
Tacoma — Blake, Moffitt & Towne
WEST VIRGINIA
Charleston — Copco Papers, Inc.
WISCONSIN
Milwaukee — Oshkosh Paper Company
Milwaukee — Standard Paper Company
Oshkosh — Oshkosh Paper Company

Export Agents - Moller & Rothe, Inc. - New York, U.S.A.

CONSOLIDATED WATER POWER & PAPER CO.
National Sales Offices:
135 South La Salle Street • Chicago 3, Illinois

'Field & Stream' Will Boost Rates Next April

Field & Stream will boost its circulation guarantee from 1,000,000 to 1,100,000 effective with the January issue. The magazine will also increase its advertising rates from $4,200 to $4,800 per b&w page effective with the April, 1960, issue. Last week, ADVERTISING AGE erroneously reported that the rate increase would become effective with the January issue.

Coming Conventions

Oct. 18-20. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 18-21. Junior Panel Outdoor Advertising Assn., annual convention, Morrison Hotel, Chicago.

Oct. 18-21. American Assn. of Advertising Agencies, western regional convention, Biltmore and Miramar hotels, Santa Barbara, Cal.

Oct. 19-20. Boston Conference on Distribution, 31st annual conference, Hotel Statler, Boston.

Oct. 19-20. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 21. Associated Business Publications, annual midwestern conference, Drake Hotel, Chicago.

Oct. 22-23. Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 23-25. Midwestern Intercity Conference of Women's Advertising Clubs, Oakton Manor, Pewaukee, Wis.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Oct. 26-28. Life Advertisers Assn., annual meeting, Drake Hotel, Chicago.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 4-5. American Assn. of Advertising Agencies, eastern annual conference, Biltmore Hotel, New York.

Nov. 8-11. Assn. of National Advertisers, annual fall meeting, The Homestead, Hot Springs, Va.

Nov. 17. 4th annual R.O.P. color conference, Sheraton Hotel, Chicago.

Nov. 18. American Assn. of Advertising Agencies, annual eastern central regional meeting, Penn-Sheraton Hotel, Pittsburgh.

Nov. 18-20. Television Bureau of Advertising, annual meeting, Hotel Sheraton, Chicago.

Nov. 23-24. National Business Publications, regional conference, Drake Hotel, Chicago.

March 6-10, 1960. National Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

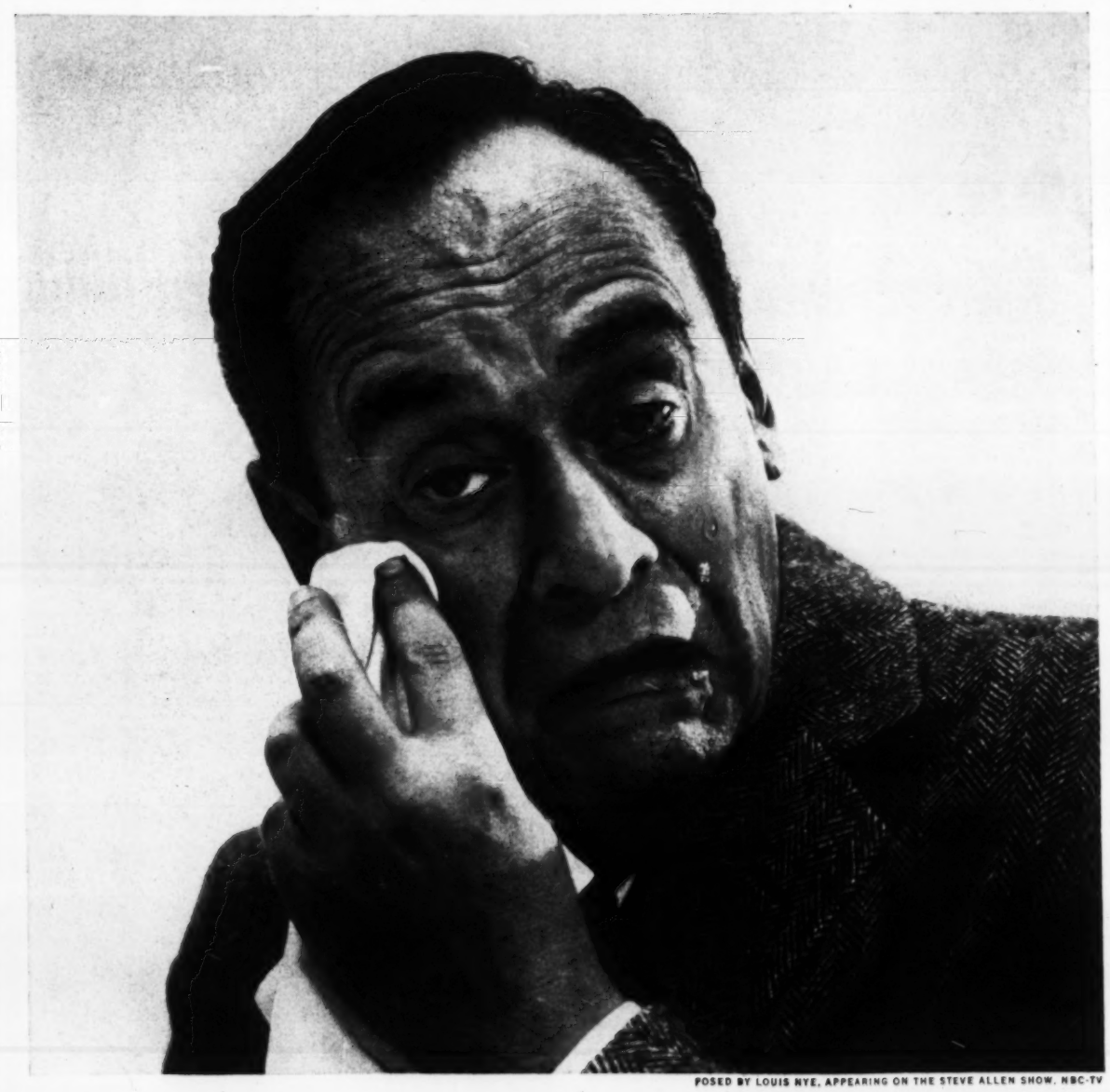
April 25-27, 1960. Sales Promotion Executives Assn., third annual conference, Hotel Astor, New York.

North American Van Lines Sponsors New TV Show

North American Van Lines, Fort Wayne, Ind., sponsored its first national tv show when "Championship Bridge with Charles Goren" made its debut Oct. 18. The program features top bridge players; Mr. Goren analyzes each hand in the course of the bidding and play. Four cameras are used to provide play by play coverage of each hand.

'Channels' Names McGivena

TV Channels, New York, new tv publication scheduled to appear next June (*see story on Page 70*), has named L. E. McGivena & Co., New York, to handle its promotion.



POSED BY LOUIS NYE, APPEARING ON THE STEVE ALLEN SHOW, NBC-TV

How to get a boost in pay...
(without a sob story)

Buck up! Just give the boss the cheerful earful that paper costs represent about 25% of the average printing job—and Consolidated Enamels can save him as much as 20% *without cutting quality.*

These savings are possible because Consolidated specializes in the manufacture of enamel printing papers. By using its own modern methods, Consolidated eliminates several costly manufacturing steps while maintaining finest quality.

THE PAYOFF! Ask your Consolidated Paper Merchant for free trial sheets. Have your printer make a test run to compare performance, quality, costs. Then let the boss see the happy results.

Available only through your Consolidated Paper Merchant

Consolidated enamel printing papers

A COMPLETE LINE FOR OFFSET AND LETTERPRESS PRINTING
Consolidated Water Power & Paper Co. • National Sales Offices: 135 S. LaSalle St., Chicago 3, Ill.
World's largest specialist in enamel printing papers

THAT'S ALL SHE
WRIT!
IN
MILWAUKEE
NOW
NO. 1

WRIT leads the Milwaukee Market from 7:30 in the morning 'till 6:00 in the evening, Monday through Friday in the average quarter-hour ratings! (A. C. Nielsen — June-July, 1959)

WRIT
MILWAUKEE

WPON PONTIAC MICHIGAN

SERVING
AN INTEGRAL PART OF AMERICA'S 5th MARKET
LOOK:

OAKLAND COUNTY

33rd IN POPULATION — 646,900	40th IN DRUG SALES	— $ 26,977,000
41st IN RETAIL SALES — $615,640,000	36th IN AUTO SALES	— $137,435,000
42nd IN FOOD SALES — $183,625,000	46th IN FAMILY BUYING INCOME — $6,888	

For Results In Lansing, Mich. . . . it's

911

Universal Match Buys Anheuser-Busch Subsidiary

Universal Match Corp., St. Louis, has purchased the refrigerated cabinet division of Anheuser-Busch, St. Louis. It is expected that this acquisition, the fifth by Universal Match this year, should add about $5,000,000 annually to Universal Match's sales volume.

Vicary Unit Tests Trademarks

James M. Vicary, head of the New York market research company bearing his name, has set up a subsidiary, Trademark Management Institute, to develop and test trademarks for companies offering new products or services.

Clay Stephenson Promotes 2

Richard C. Brown has been named secretary-treasurer and business manager of Clay Stephenson Associates, Houston, and Thomas E. Daley has been named art director and vp of the agency.

Ford Expands Ads as Market's Mood Improves

Extra Ads Won't Sell in Weak Market, Says Ford Division's Wright

NEW YORK, Oct. 13—Ford Motor Co. does not believe in advertising in a "weak market." James O. Wright, general manager of the company's Ford division, made this point at a press conference here last week.

Replying to a question about Ford's current advertising expenditures, Mr. Wright declined to give any specific figures, although he said "we are spending considerably more" than in 1958.

Mr. Wright explained that it has been Ford's experience that it doesn't pay to beef up advertising when consumers are not in the mood to buy. Extra advertising will not make them buy, he said.

On the other hand, Ford believes that the time to expand advertising is when consumers appear to be in "a good frame of mind," he added. This, Mr. Wright said, explains why the company is spending more this year.

In 1958, Ford's advertising expenditures declined sharply, dropping from $103,500,000 to $87,900,000.

The Ford philosophy would seem to go counter to the anti-recession and "you auto buy" drives of 1958.

■ Mr. Wright expressed confidence that Ford's Falcon will outsell Chevrolet's Corvair. He cited three reasons: (1) The Falcon costs less than the Corvair; (2) maintenance on the Falcon will be less than on the Corvair, and (3) many prospects will shy away from the rear-engine Corvair as "an experimental car."

Mr. Wright, who appeared to be in a good frame of mind, told the newsmen that Ford engineers stripped down virtually every small car before going into production with the Falcon. To a proud Volkswagen owner in the audience, he said, "I could tell you what's wrong with the Volkswagen, but I won't."

Questioned about a statement American Motors' George Romney had made about the advantages enjoyed by the Rambler dealer over other dealers, Mr. Wright said, "Mr. Romney is good at making statements." #

International Telemeter, Jerrold Sign Agreement

International Telemeter Co. and Jerrold Electronics Corp. have entered into an agreement relating to the manufacture of distribution equipment and installation of distribution systems for Telemeter closed circuit, pay tv. Under terms of the agreement, Jerrold is authorized to manufacture the special electronic amplifiers and related distribution equipment, as well as to engineer and install Telemeter closed circuit systems.

Rippey, Henderson Adds 3

Jack Hull, formerly a partner in Rippey, Henderson, Bucknum & Co., Denver, has joined Prescott & Pilz, Denver, as an agency principal and account executive. Also joining Prescott & Pilz were James R. Spark, art director, and Warren V. Huskie, radio-tv director. Mr. Spark formerly was art director and assistant to the publicity director at May-D&F, Denver department store; Mr. Huskie previously was manager of the Denver branch office of Brower Co.

DES MOINES TELEVISION
FACTS

The most recent TV audience measurement made in this market (Nielsen, July, 1959) revealed that KRNT-TV delivered more television homes than its competitors.

The survey by ARB in January of 1959 showed the same thing.

SPECIFICS:
(from Nielsen, July, 1959 survey, homes viewing)

Paar on KRNT-TV leads against movies by **19.8%!**

The KRNT-TV 10:30 PM strip of local and syndicated half-hours leads against movies by **21.9%!**

The KRNT-TV 10:00 to 10:30 PM local news, weather and sports leads against news - weather - sports by **46.6%!**

And here is something to think about. Among local advertisers, where THE TILL TELLS THE TALE, KRNT-TV consistently carries more local advertising than its competitors combined!

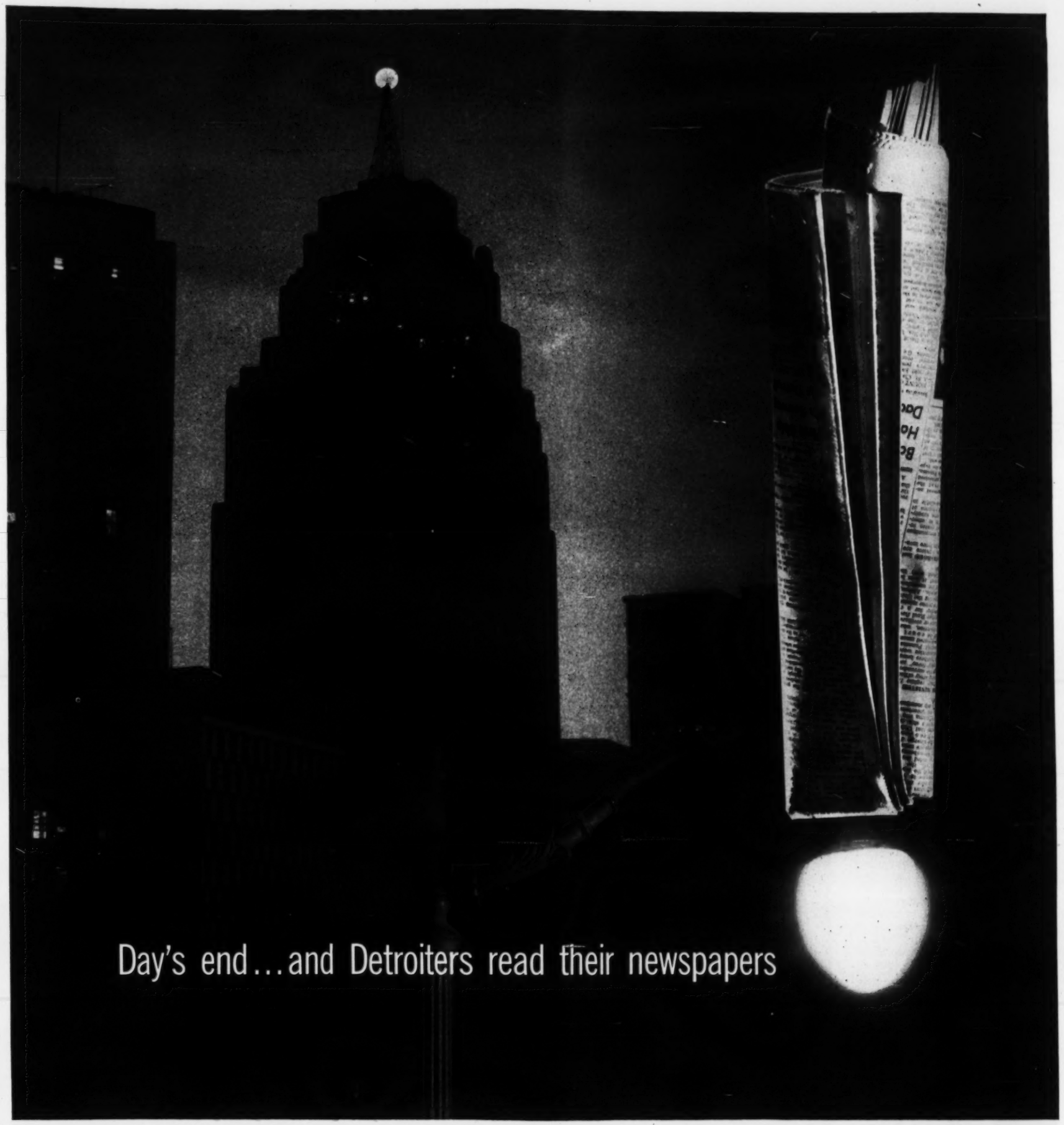
MORE SPECIFICS:

KRNT-TV carried over **80%** of all the local business in 1958!
KRNT-TV carried over **79%** of all the local business in 1957!
KRNT-TV carried over **80%** of all the local business in 1956!

So far in 1959, KRNT-TV's local business is running at about the same ratio. Yes, when that cash register must ring in order to stay in business, those who know the stations best choose KRNT-TV four to one!

DES MOINES TELEVISION
KRNT-TV CHANNEL 8

A COWLES STATION REPRESENTED BY THE KATZ AGENCY, INC.



Total unduplicated metropolitan household coverage of both evening papers: 70.5%

Any other combination comes to no more than 58.1%

On-the-go Detroiters relax with their newspapers in the evening! The percentages prove it! THE DETROIT TIMES in combination with Detroit's other evening newspaper reaches 70.5% of the metropolitan buying area . . . the very finest unduplicated coverage available. To sell Detroit, be sure to sell through THE DETROIT TIMES.

KEEP YOUR EYE ON THE TIMES **Detroit Times**

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.

Information for Advertisers

Reprints of Mark Byron's recent article "How to Rate an Ad Agency," which appeared in the September issue of *Management Methods*, are available from **Mark Byron Inc.**, 278 E. State St., Westport, Conn.

• Business Book division of **Fairchild Publications** has published in booklet form the series of 13 articles on "Clinching Retail Sales," which recently ran in the *Daily News Record*. The booklet, priced at $1.75, with special rates applying on quantity orders, is available from Fairchild Publications, 7 E. 12th St., New York 3.

• **Fritz S. Hofheimer** has published its 1960 catalog of U.S. and Canadian mailing lists. Additional information may be obtained from Fritz S. Hofheimer, 28 E. 22nd St., New York 10.

• **Herbert A. Morse Associates** has published its fourth series of personality ads for the supermarket industry which emphasizes "people-appeal." Additional information may be obtained from Herbert A. Morse Associates, 141 E. 44th St., New York 17.

• **Automotive News** has published its fourth biennial survey on the 1959 Automotive News Car Dealer Market. The survey includes statistics on car dealers' sales and service operations, including detailed information on parts, equipment, accessories, size of dealerships, buying influences and other data. Copies are available from *Automotive News*, 965 E. Jefferson, Detroit 7.

• **Breskin Publications** has prepared a 15-minute, full color film strip about "Modern Packaging: Where It is—Where It's Going." The film traces the growth of packaging in the last four decades. The 35mm audio-film strip is available for viewing from *Modern Packaging*, 575 Madison Ave., New York 22.

• **Sales Meetings**, in cooperation with Exhibit Producers & Designers Assn., has published "Exhibits Schedule," successor to Exhibitors Advisory Council's "Annual Schedule of Shows & Exhibits." The new annual directory, priced at $25 a year, is divided into three sections which list all future shows by industry, business or profession, by cities in which they are to be staged, and by scheduled dates. Further information is available from "Exhibits Schedule," 1212 Chestnut St., Philadelphia 7.

• **Gralla Publications** has published a 16-page folder, "Facts About the Growing Kitchen Market," which gives sales figures for kitchen cabinets, accessories, plastic counter tops, plus facts on buying trends and distribution practices in the kitchen industry. Copies are available from Gralla Publications, 566 7th Ave., New York 18.

• **KREM**, Spokane, has published the results of a survey of the Spokane radio audience, conducted by Gonzaga University in Spokane. Additional information may be obtained from William H. Steese, Edward Petry & Co., 3 E. 54th St., New York 22.

• **National Lumber Manufacturers Assn.** has published a 20-page booklet, "Here's How You and the NWPP Make a Powerful Sales Team for Wood Products," which tells why the National Wood Production Program was started, its purpose and what it is doing in advertising, merchandising, technical promotion and in intra-industry activities. Single copies are available from Wook Information Center, National Lumber Manufacturers Assn., 1319 18th St., N.W., Washington 6.

• **Association Films Inc.** has published a 44-page catalog, "Selected Motion Pictures," which describes more than 500 free and rental 16mm motion pictures available for classroom, club and organization showings. Copies of the catalog are available from Association Films' regional distribution centers in Ridgefield, N.J. (Broad at Elm); La Grange, Ill. (561 Hillgrove Ave.); San Francisco (799 Stevenson St.) and Dallas (1108 Jackson St.).

• **The Waukegan News-Sun** has completed a reader characteristics and aided recall and recognition study. Copies of the study may be obtained from the advertising department, *News-Sun*, Waukegan, Ill.

• **KWTV**, Oklahoma City, has published a booklet describing its services and community coverage. Copies are available from Montez Tjaden, KWTV, Oklahoma City, Okla.

• **Boat & Motor Dealer** has published a 32-page booklet, on "Characteristics of America's Boating Dealers." It covers dealer patterns and practices, including products handled, when purchases are made, from whom, the size of the immediate market and types of promotions used. Copies of the study are available from *Boat & Motor Dealer*, 8150 N. Central Park Ave., Skokie, Ill.

• **Seedsmen's Digest** has published its new "Market & Media File" which contains detailed information on volume and retail dollar values of important kinds of seed sold in the U.S. Copies may be obtained from *Seedsmen's Digest*, 1910 W. Olmos Dr., San Antonio 1.

• **Southern Assn. of Science & Industry** has published a booklet on the industrial development of the South which covers progress during the past year, stand of the South in the national competition for new industry and plans for the future. Additional information may be obtained from Southern Assn. of Science & Industry, Conway Bldg., North Atlanta 19. #

the association of

art

studios in Chicago, inc.

- ART PLUS, INC.
- BERLET-ANDERSON-MARLIN, INC.
- CARNAHAN-HANSON CO.
- COMMERCIAL ILLUSTRATORS, INC.
- COVENTRY, MILLER & OLZAK, INC.
- GRANT-JACOBY STUDIOS, INC.
- KLING-BIELEFELD STUDIOS, INC.
- KOOPMAN-NEUMER
- HOOVER & KERN STUDIOS, INC.
- NUGENT-WILLIAMS STUDIOS, INC.
- PACE STUDIOS
- PROMOTIONAL ARTS, INC.
- BERT RAY STUDIOS
- VOGUE-WRIGHT STUDIOS
- WHITAKER-GUERNSEY STUDIO, INC.

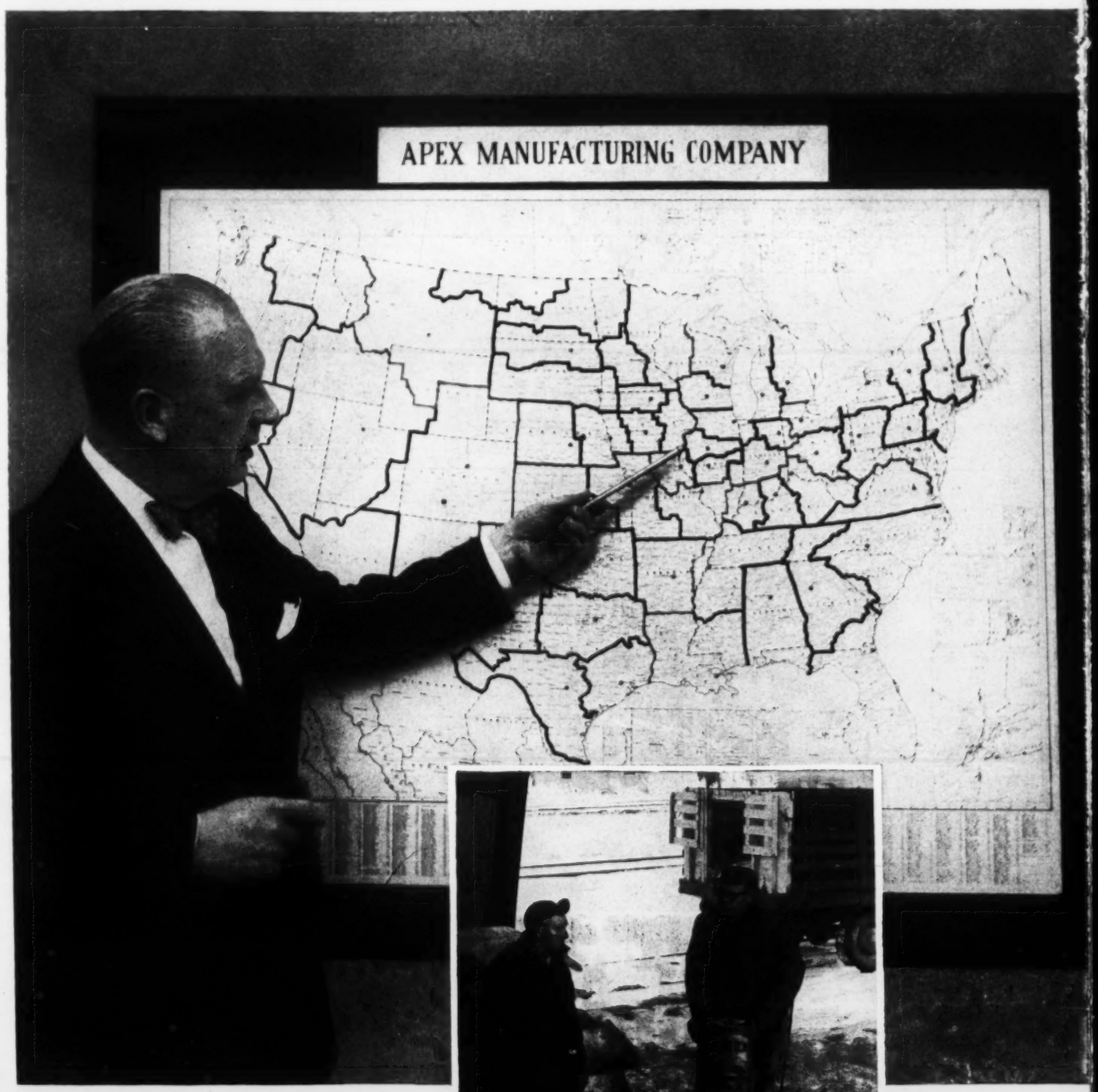
aasc 1000 advertising artists

SERVICE · DEPENDABILITY · INTEGRITY

the Association of Art Studios in Chicago, inc.

20 North Wacker Drive, Chicago 6, Illinois

R. A. Good, Executive Secretary



Selling a specialized product in a limited area is both easier and less costly with State and Local Farm Papers. You can hand-pick your audience and make your ads more specific.

James McGarry, 41, Aide to President of BBDO, Is Dead

NEW YORK, Oct. 13—James Andrew McGarry, 41, assistant to the president of Batten, Barton, Durstine & Osborn, died Oct. 11 after a long illness. He had undergone surgery several times in the past year.

Born here, Mr. McGarry joined BBDO in 1945 as a radio promotion and publicity writer under the late Arthur Pryor, head of the radio department at that time. Shortly thereafter, when the agency set up a new radio promotion and publicity division, Mr. McGarry was named department manager. He developed and directed the promotion of such programs as "Theater Guild on the Air," "Cavalcade of America," "Inner Sanctum," the Phil Harris-Alice Faye show, "Your Hit Parade" and the Jack Benny program.

For several years he also conducted classes in advertising and publicity at City College of New York.

■ In 1949 Mr. McGarry was made an assistant to Bernard C. Duffy, at that time president of the agency. He held the position until he became ill a year ago.

Before joining BBDO, Mr. McGarry was executive secretary of the Archdiocesan Union of Holy Name Societies. He continued active in Catholic lay activities, serving as a member of the Cardinal's committee for the laity.

H. A. PATTERSON

DETROIT, Oct. 13—H. A. (Pat) Patterson, 61, veteran Detroit and Chicago advertising representative, died here Oct. 5 of cancer. He was born in Highland Falls, N. Y. He had been Detroit advertising manager for *Family Weekly* and *Suburbia Today* in the past four years. Prior to that he had been with Crowell Publishing Co. in Chicago and Detroit for more than 20 years. He served in World Wars I and II, attaining the rank of major in the latter.

AMOS B. JENKINS

SALT LAKE CITY, Oct. 13—Amos B. Jenkins, 69, formerly advertising manager of the *Deseret News* for 28 years, died at his home Sept. 30 of a heart attack. A native of Salt Lake County, he was a past president of the Salt Lake Advertising Club.

HAROLD F. WINDMANN

YONKERS, N. Y., Oct. 13—Harold F. Windmann, 80, a former advertising photographer, died Oct. 10 at Cross County Hospital after a short illness. After several years in New York as a newspaper photographer and as camera man for several advertising photographers, Mr. Windmann opened his own studio in New York in 1925. He retired 20 years later.

EDWARD A. MOYNIHAN

WASHINGTON, Oct. 13—Edward A. Moynihan, 55, in charge of liquor advertising for the *Washington Star* since early this year and previously president of the William R. McCoo Co., New York liquor wholesaler and importer, died Oct. 11 of a heart attack. Earlier in his career Mr. Moynihan was associated with Hiram Walker Inc., Detroit. From 1953 to 1956 he was assistant to the president of Publicker Industries, Philadelphia.

LESTER GAUPP

PITTSBURGH, Oct. 13—Lester W. Gaupp, 49, founder and president of Advertisers Associates, Pittsburgh direct mail company, died at his home here Sept. 1.

Mr. Gaupp was treasurer of the Printing Industry of Pittsburgh, treasurer of the Mail Advertising Service Assn. International, a past director of the Pittsburgh chapter of the National Industrial Advertisers Assn. and a member of the Direct Mail Advertising Assn. and the Sales Executives Club of Pittsburgh.

VOLNEY B. FOWLER

CHICAGO, Oct. 13—Volney B. Fowler, 62, director of public relations for Electro-Motive division of General Motors, La Grange, Ill., and former managing editor of the *Indianapolis Times*, died Oct. 6 in Presbyterian-St. Luke's Hospital.

A native of Jonesboro, Ind., Mr. Fowler attended DePauw University and worked as a reporter for three Indiana newspapers including the *Indianapolis Times* before enlisting in the infantry during World War I.

He returned to the *Times* after the war, becoming city editor in 1923 and managing editor four years later. In 1928, while he was managing editor, the *Times* won the Pulitzer Prize for public service in journalism for its work in exposing political corruption in Indiana.

Mr. Fowler joined General Motors in New York in 1929 as assistant manager of the publicity section of GM's export division. He was promoted to director of public relations of the Electro-Motive division in 1953. He was a resident of suburban Hinsdale.

Match your markets and outlets with STATE and LOCAL FARM PAPERS

Precise selection of prospects can up ad-budget selling power . . .

Choosing media which offer you precise selection of prospects can give each of your advertising dollars more sales punch. And that is exactly what you can do when you match your markets and outlets with State and Local Farm Papers. Here's why:

You can eliminate waste circulation, common to regional and national media, when you can select your advertising audience on a state-by-state or area-by-area basis. If you sell animal feed, for instance, you can tailor ads for each product and area, and hit where there's a good market and where you have adequate distribution. Farming practices don't follow regional divisions. Only State and Local Farm Papers can closely match both your markets and your outlets.

Check these opportunities: You can handpick your readers, both geographically and according to product need. You can aim specific ads at specific prospects. You can list dealers or outlets, if you like. And you can use local names, and give local examples. This means you can build stronger, more specific advertisements.

All this adds up to precise selection of prospects when you match your markets and outlets with State and Local Farm Papers.

Find out more about the rich Farm Market . . . Explore the great sales potential it offers. Write for Booklet — "Farmland USA, America's Biggest Class Market." State and Local Farm Papers, Rm. 1600, 28 E. Jackson Blvd., Chicago, Illinois.

FIRST WITH FARM FAMILIES — BLANKETS FARMLAND U.S.A.

STATE and LOCAL FARM PAPERS

American Agriculturist
Arizona Farmer-Ranchman
Arkansas Farmer
California Farmer
Colorado Rancher & Farmer
The Dakota Farmer
The Farmer
The Farmer Stockman
Florida Grower & Rancher
Georgia Farmer
Idaho Farmer
Indiana Farmer
Kansas Farmer
Kentucky Farmer
Michigan Farmer
Mississippi Farmer
Missouri Ruralist
Montana Farmer-Stockman
Nebraska Farmer
New England Homestead
Ohio Farmer
Oregon Farmer
Pennsylvania Farmer
Prairie Farmer
Southern Planter
Tennessee Farmer
Utah Farmer
Wallaces Farmer
Washington Farmer
Wisconsin Agriculturist

Stowe Ski Area to Needham

Stowe Area Assn., Stowe, Vt., has appointed Needham & Grohmann, New York, to handle its advertising. The association has about 60 members, including a ski school, lift facilities, lodges, inns, etc. The previous agency is Hays Advertising.

'American Letter' Now Part of 'Int'l Management Digest'

The "McGraw-Hill American Letter," which has been mailed to business executives overseas for 11 years, will be incorporated in *International Management Digest*, effective with the November issue.

Atwood Joins Bisbing

Clare N. Atwood has joined Bisbing Business Research, Milwaukee, as director of industrial and agricultural marketing services. Mr. Atwood was formerly vp and director of research of Klau-Van Pietersom-Dunlap, Milwaukee.

HE CAN HELP YOU

If you're looking for fast Direct National Distribution

Barney Kingston, Merchandising Director

Don't be fooled by the "outlet map" on your wall! It's one thing to put your product in stores—it's quite another to move it.

If your product or services lends itself to personal selling—whether in a home, office, store, institution, service station, etc.—it will pay you to investigate the booming $9½ billion DIRECT SELLING FIELD. Manufacturers and agency executives often amazed to learn how easy and inexpensive it is to move merchandise through modern direct selling—in ALL counties of the 50 states and in the provinces of Canada.

Let us analyze your product or service without obligation on your part. If your product has potential in our field, we submit 35-year sales-tested plan for consideration; sample plan starts 50 new companies every month . . . many of which now do from $250,000 to more than $12½ million annually.

Send factual data to our Merchandising Director, Barney Kingston, Dept. F-120 Salesman's OPPORTUNITY Magazine, 850 North Dearborn Street, Chicago 10, Ill.

Canaveral is the center for space tests because conditions are ideal . . .

PORTLAND
MAINE

is the center for product tests because conditions are ideal

PORTLAND MAINE NEWSPAPERS
PRESS HERALD EVENING EXPRESS SUNDAY TELEGRAM
94% coverage of ABC retail zone 100% coverage of city zone
represented by Julius Mathews Special Agency

1 FIRST in the United States among cities under 150,000 pop.
6 SIXTH in the United States among ideal testing cities regardless of pop.
2 SECOND of all testing cities in New England regardless of size.
source: Sales Management

Gent Adds Two Accounts

Allanson Mfg. Co., Toronto, producer of remanufactured automotive parts and ignition transformers, and Chemical Oil & Resin Co., Toronto, producer of polyester resins for the manufacture of reinforced plastic products, have named Gent Advertising Ltd., Toronto, as their agency.

Brisacher Adds C&W Duties

Robert Brisacher, senior vp of Cunningham & Walsh, has been named assistant to the general manager in the agency's San Francisco office. Mr. Brisacher, who is a member of the agency's board of directors, will continue his responsibilities in account service work.

Nashville Dailies Name Buntin

Newspaper Printing Corp., Nashville, publisher of the *Nashville Banner* and *Tennessean*, has appointed Buntin & Associates, Nashville, to handle its advertising.

Clark Oil Tops Radio Ads in John Blair Poll

NEW YORK, Oct. 13—Top winner in John Blair & Co.'s fifth semi-annual radio commercials contest was a company that uses the medium exclusively.

Clark Oil & Refining Corp., Milwaukee, and its agency, Tatham-Laird, Chicago, received a bronze plaque for its Super 100 gasoline commercials. Among the other winners in the station representative's contest, four were brewers and three were soft drink manufacturers. Cigaret makers, which listed three among Blair's top 100 commercials last year, had only one winner this year. One auto maker made the current list.

Eight of the top 10 award-winning commercials were built around jingles, and one had a musical tag line at the end.

In 1,500 personal interviews conducted for Blair during July and August, Pulse asked, "Which radio commercials do you remember hearing during the past week?" The interviews were conducted in New York, Chicago, Los Angeles, Philadelphia and Detroit, because it was felt that any commercials gaining attention in these leading markets would have to be outstanding, Arthur H. McCoy, exec vp of Blair, explained.

■ In previous Blair contests, winners were chosen as a result of advertiser, agency and listener opinions, but a listener poll alone determined the awards this year.

Other winners and their agencies, in order of rank, were Coca-Cola Co. (McCann-Erickson); Ford Motor Co. (J. Walter Thompson Co.); P. Ballantine & Sons (William Esty Co.); Hoffman Beverage Co. (Grey Advertising Agency); Pepsi-Cola Co. (Kenyon & Eckhardt); East Side Brewing Co. (Young & Rubicam); Piel Bros. (Young & Rubicam); Liggett & Myers Tobacco Co.'s L&M cigarets (Dancer-Fitzgerald-Sample) and Theo. Hamm Brewing Co. (Campbell-Mithun).

United Wallpaper Renamed

United Wallpaper Inc., Chicago, which says it is the nation's largest wallpaper manufacturer, will change its name to DeSoto Chemical Coatings Inc., effective Oct. 28. In its fiscal year ended June 30, 1959, the company reported sales of $46,954,418. The company also will change the names of six paint and resin plants throughout the U. S.

Donnelley Renames Division

The business papers division of Reuben H. Donnelley Corp. has been renamed the magazine publishing division. The Donnelley division in New York, which has expanded rapidly since 1955, now embraces 10 publications, among them a consumer magazine and several class or professional publications.

Two Join Ogilvy, Benson

David Bixby, formerly with Lennen & Newell and Kenyon & Eckhardt, has joined Ogilvy, Benson & Mather, New York, as an art director. Robert Kleinmann, formerly with Foote, Cone & Belding, has joined Ogilvy, Benson's Los Angeles office.

Retail sales increase $151,235,000 in Oklahoma in first half of 1959

Oklahoma in 1958 was an inland island of prosperity by showing continual sales gains while much of the nation was lagging.

Now, on top of last year's gains, Oklahoma again is piling up increases in 1959. Total retail sales in the state during the first six months of the year were $1,159,506,000, an increase of $151,235,000 or 16.6% over the corresponding period of 1958.

Construction, too, is soaring in Oklahoma, led by residential building nearly three times as great as the record-breaking total for the first six months of 1958.

The Daily Oklahoman and Oklahoma City Times give you growing coverage of this fast-moving market with a daily combined circulation equal to 54.1% of the households in its prime 58-county marketing area where 68% of the state's retail sales are made. Sunday circulation covers 47.4% of the households in the same area.

To find income, go where income is. Get growth in your sales — with a solid selling campaign in The Daily Oklahoman and Oklahoma City Times.

Write for Oklahoma Market Data book

OKLAHOMA STATE WIDE GROWTH RECORD!

FIRST SIX MONTHS 1959		
Total Retail Sales	UP	16.6%
General Business	UP	17.9%
Residential Building	UP	293.6%
Manufacturing Building	UP	104.4%
Construction	UP	60.8%
Food Sales	UP	16%
Drug Sales	UP	12.6%
Furniture Sales	UP	13.8%
Building Material Sales	UP	75.2%
Household Appliances Sales	UP	15.4%
Motor Vehicle Sales	UP	8.3%*
Industrial Production	UP	11%
Agricultural Production	UP	15.5%

*New car sales in Oklahoma City were up 26.4% during same period.

SOURCE: Bureau of Business Research, University of Oklahoma

R. O. P. COLOR

More than a quarter of a century of experience and leadership in finest quality color reproduction. Already equipped with the most complete and up-to-date R.O.P. color facilities, the Oklahoman and Times were first in the country to purchase the new Hoe Colormatic presses, 8 units to be installed in latter 1959.

THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Company

Represented by The Katz Agency

WNJR
negro radio for metro new york

BUYING INFLUENCE OF *FACTORY* READERS ON 99 INDUSTRIAL PRODUCTS

PURPOSE OF THIS STUDY

Advertisers and agencies rightfully ask four questions of media:

(1) To whom does your publication go, in kind and in number?

(2) How well do you serve this audience editorially?

(3) Does the audience read what you serve it?

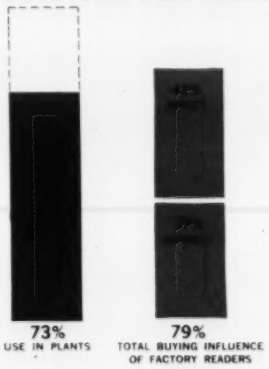
(4) Do the men of this audience have buying influence? How much?

There is considerable evidence offered in answer to the first question, less for the second and third, not nearly enough for the last.

The aim of this study is to show the degree of buying influence held by FACTORY readers over a range of 99 industrial products typical of what industry needs and buys in almost every area of its plant operations.

BUYING INFLUENCES OF *FACTORY* READERS ON *Materials Handling Equipment*

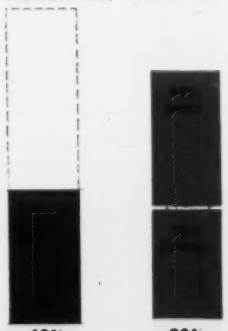
INDUSTRIAL POWER & LIFT TRUCKS



73% USE IN PLANTS

79% TOTAL BUYING INFLUENCE OF FACTORY READERS

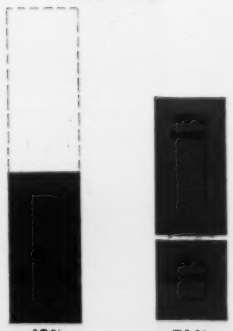
MONORAILS, TRAMRAILS



42% USE IN PLANTS

80% TOTAL BUYING INFLUENCE OF FACTORY READERS

WIRE ROPE



48% USE IN PLANTS

71% TOTAL BUYING INFLUENCE OF FACTORY READERS

"Buying Influence of FACTORY Readers on 99 Industrial Products," copyright 1959, McGraw-Hill Publishing Company. Survey conducted March-April 1959.

SAMPLE PAGE

"BUYING INFLUENCE OF FACTORY READERS for 99 Industrial Products" is precisely what the title says it is . . . a complete, current research rundown on 99 typical items bought by plants, air conditioning to nuts and bolts. How extensively each is used in the broad marketplace; and an accurate measure of FACTORY readers' buying influence for each, both direct and indirect. You should see it and soon. The best way to do this is to give your FACTORY representative a call.

FACTORY

A McGRAW-HILL PUBLICATION (ABP-ABC)
330 West 42nd Street, New York 36, N. Y.

LARGEST CIRCULATION--LOWEST MILLINE RATE IN WEST VIRGINIA

Market With a Wallop

"ANY Market Is as Big as Its Best Newspaper Makes It."

An ad carrying that headline appeared here recently. This is another in support of that line of reasoning.

Based on Sales Management's 1959 estimates and further extended by Richmond Newspapers, Inc., in evaluating markets, Charleston outranks numerous cities of long-established 100,000-plus corporate limits populations.

Population-wise the Charleston Market is 60th in the U.S. On *Consumer Spending Units* it ranks 69th, in *Total Retail Sales* 77th.

In *Food Store Sales*, Charleston at No. 69, leads Wichita, Wilmington, Worcester, Fort Wayne, Canton and Chattanooga.

In *General Merchandising*, Charleston outstrips Youngstown, Fort Wayne, South Bend, Wilmington, San Jose and Wichita.

In *Net Buying Income*, Charleston is ahead of Flint, Binghamton, Rockford, Duluth, El Paso and Canton.

In *Automotive Sales*, Charleston at No. 77, tops Wilmington, Worcester, Chattanooga, Harrisburg, Youngstown and Lansing.

By the Richmond evaluation the Charleston Newspaper Primary Market population is 639,800.

Do you subscribe to the idea that "Any Market Is as Big as Its Best Newspaper Makes It?" If so the statement goes double and you will want to put these newspapers to work in selling your goods or services.

Best Basic Buy
IN WEST VIRGINIA IS
THE CHARLESTON NEWSPAPERS

The Charleston Gazette Charleston Daily Mail
Sunday GAZETTE-MAIL Charleston 30, W. Va.
PUBLISHERS NEWSPAPER AGENCY CORP — REPRESENTATIVES JOHNSON, KENT, GAVIN & SINDING, INC.

No States Apply for Highway Sign Ban Bonus Yet

WASHINGTON, Oct. 13—Officials of the bureau of public roads have reported that three states are believed to be eligible for federal "billboard control" bonuses, but that so far none have gone through the formalities of qualifying.

The three states which are believed to have adequate control plans to measure up to the federal standards for the extra half of one per cent billboard control payments were identified as Wisconsin, Connecticut and North Dakota.

Although no states have yet applied to participate in the billboard control plan, officials expect that the program will be widespread by the time the deadline for participation is reached in July, 1961. Since the bonuses will be retroactive, officials assume most states are taking their time before submitting their applications.

■ Information on the current status of the control program came into the open after the bureau of public roads notified the Maryland highway commission that stronger billboard laws which passed the state's general assembly this year still do not measure up to the federal standards. Maryland highway commission comptroller said Maryland failed to comply (1) because its law does not provide for control of signs by private owners on their own land; (2) does not regulate contents of signboards; (3) imposes no limit on the number of signs that may be erected to advertise or lease property.

He estimated that the state will lose $3,000,000 of "bonus" payments unless the legislature agrees to measure up to the federal standard.

■ Also in this area, Virginia's legislative advisory council scheduled a hearing for Nov. 5 on legislation which will be submitted to the next session of the general assembly to bring Virginia into the billboard control program. One Virginia assembly member estimated the state can obtain $6,000,000 or more if it participates in the program.

Meanwhile, advocates of billboard controls claimed the recent law which modifies the control program to exempt portions of the highway system in the industrial or commercial portions of incorporated areas will prevent the District of Columbia from collecting any billboard bonus. Potential revenue, if the district had participated in the program, would have been $1,500,000, these sources say. #

Keystone Adds Business Paper Circulation Co.

NEW YORK, Oct. 13—Keystone Readers Service, a subsidiary of Curtis Publishing Co., Philadelphia, and one of the largest national field selling magazine subscription agencies in the country, has bought Business Paper Circulation Co., Montclair, N. J.

The latter was established about a year and a half ago by James E. Blackburn, a former vp, director and head of the circulation department of McGraw-Hill Publishing Co. (AA, Aug. 18, '58) and now president of Blackburn Publications (AA, Aug. 24).

Keystone was bought by Curtis two years ago (AA, Sept. 16, '57). Harold J. Bean, president of Keystone, told ADVERTISING AGE that the acquisition of Business Paper Circulation Co. will now enable Keystone, which operates 100 district offices in the U. S., to sell subscriptions in the business paper field.

Mr. Bean pointed out, "For a long time there has been a need for a strong independent field circulation selling organization in the business paper field, and Keystone now proposes to fill that void."

Mr. Blackburn said that he would not be associated with Keystone in any way, as most of his time is now occupied with development of Blackburn Publications, which publishes the *Server*, national beverage business paper. #

Schimmel Names Bozell

Schimmel Hotels has appointed Bozell & Jacobs, Omaha, to handle advertising and public relations. Schimmel operates six hotels in Nebraska, Kansas and Illinois.

QUALITY
RADIO
WGN
TELEVISION
INTEGRITY

responsibility

Responsibility to the community we serve and to our advertisers is always first and foremost in our minds. Here, in Chicago, at WGN-Radio and WGN-Television, quality and integrity are manifest in every phase of our operations.

One of a series of portraits of oil industry management and operating men.

What's in Petroleum Week for Production Engineers?

A PRODUCTION ENGINEER finds plenty in Petroleum Week. For Petroleum Week broadens the horizon of more than 45,000 men in the oil industry, at all levels and in all segments. It's the magazine where busy oil men keep informed, where they get up-to-the-minute reports on the news, technical developments and trends that affect their daily activities. Out of this information they acquire the industry perspective so vital to doing a good job.

A good, responsible production engineer has to keep informed, and that's why he likes Petroleum Week – oil's most readable magazine. He is responsible for solving all the engineering problems that arise under his jurisdiction. In effect, it's his job to see that the wells are producing the maximum allowable – and he takes more than a passing interest in important tools of his trade. Production engineers are among the many thousands of subscribers to PW who are actively and directly engaged in the oil industry.

Whether you want to reach production engineers or presidents, technical men or operating men, the pages of Petroleum Week can carry your advertising messages effectively, for all groups of buying influences are covered. That's why more and more companies are placing more and more advertising in this magazine in 1959.

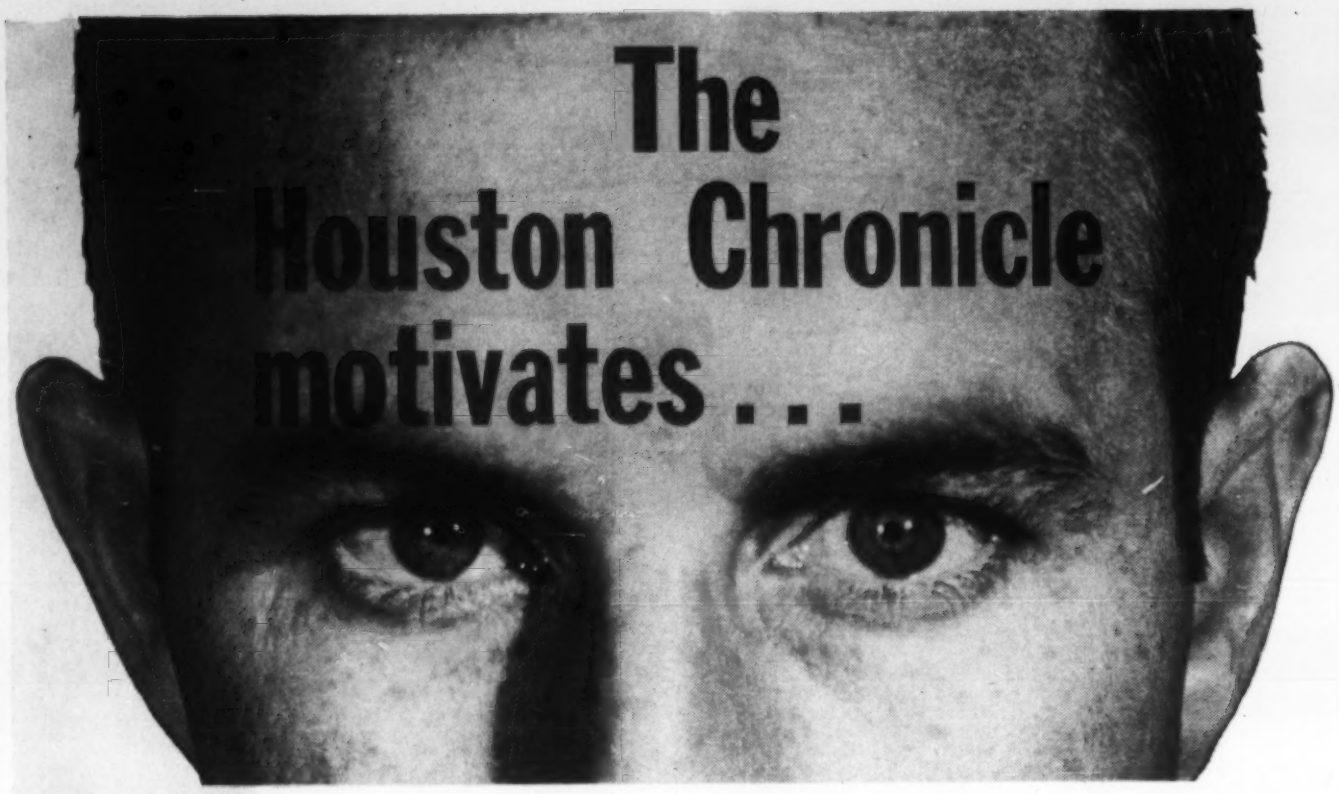
PETROLEUM WEEK

Oil's Most Readable Magazine

All paid ● audited circulation

A McGraw-Hill Publication 330 West 42nd Street, New York 36, N.Y.

Production engineer for major oil company photographed near Houston by W. D. Murdy.



. . . it motivates more Houstonians

More Houstonians read The Houston Chronicle

than any other newspaper. Circulation reports—year in and year out—bear out this significant fact . . . The Chronicle is preferred by more Houstonians than both other Houston newspapers.

More Houstonians buy from The Chronicle . . .

indicative of their confidence in The Chronicle. Recognizing The Chronicle's influence, advertisers overwhelmingly use The Chronicle . . . as evidenced by The Chronicle's dominant leadership in general, retail and classified advertising linage.

THE HOUSTON CHRONICLE

Read by More Houstonians Than Any Other Newspaper!

THE BRANHAM COMPANY—National Representatives

'TV Channels,' to Be Distributed by Dailies, Bows in '60

NEW YORK, Oct. 13—Publication of a new Sunday tv supplement called *TV Channels* beginning next June was announced here last week by James C. Blanchard Jr., president, and Donald Komisarow, publisher.

TV Channels is planned as a 7½ x10" book of 32 or more pages, with a 16-page roto section in color featuring national tv stories and a 16-page local program listings section in b&w. Local listings will be printed by subscribing newspapers.

Harry J. Walsh, who recently resigned as assistant ad director of *This Week Magazine* and was named vp in charge of publisher relations on the new supplement, said the estimated four-color page rate would be $3.75 per 1,000. No b&w rate has yet been set.

Newspapers distributing *TV Channels* will get the supplement free, f.o.b. Hoboken, N. J. Individual newspapers will furnish local listings sections and bind them with the national gravure section.

■ The newspapers "will retain" 100% of all revenue from local advertising in the listings section. Based on ABC circulation, newspapers will receive $3 per 1,000 from the first page and $3 per 1,000 from the second page of national advertising and also will receive 60% of the net advertising revenue from all national linage appearing in both sections after the first seven color pages, or equivalent ($26.25 per 1,000), have been sold."

TV Channels, 11 W. 42nd St., will have its four-color national section printed by Alco-Gravure. #

Food Group Scraps Exhibitors at Its Annual Convention

WASHINGTON, Oct. 13—Unless there is a change of plans, this is the last time that food manufacturers will be allowed to have exhibits and headquarters rooms at the annual convention of the National Assn. of Food Chains.

In advance of its meeting here Oct. 18-21, the association's executive committee announced that effective in 1960, policy making executives of supplier companies will participate in the annual meetings, but the displays will be scrapped.

Elimination of the exhibitor activity is part of a reorientation of association activity which will emphasize three types of activity —government relations, public relations and operating services.

■ The plan, according to John A. Logan, association president, represents a return to the original concept. When founded in 1933, the association was to be the industry's voice in Washington, he said, and to help members improve their operating efficiency and render an economic and constructive service to their communities.

"Our executive committee believes the basic objectives of NAFC can be served more effectively if less staff time and energies are devoted to arrangements for an annual meeting which has more than tripled in size in the last ten years," Mr. Logan said. "Although a major portion of NAFC income always has been derived from membership dues, our executive committee prefers that association activities be completely supported by food chain members. Many members have asked to return to the smaller annual meetings with less convention atmosphere." #

Now open to advertisers! After six successful years of publication, the *only* magazine concentrating on the hair care and grooming habits of impressionable women opens its pages to advertising. Published quarterly, it's timed for your seasonal promotions—when women are most interested in changing their hair styles to suit their wardrobes. Circulation 400,000 guaranteed—A.B.C. application made. Next issue on sale Jan. 5, 1960—closes Nov. 15, 1959 . . . B&W page $2800. For complete details contact: Dell Publishing Company, Inc., 750 Third Avenue, New York 17, N.Y.

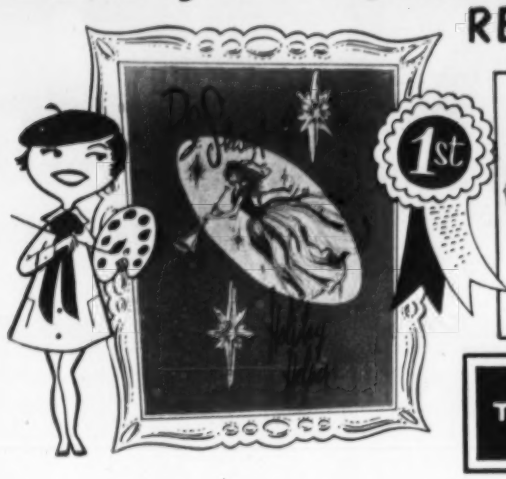
DELL SELECTIVE MARKET MAGAZINES

. . . on sale Feb. 9, Aug. 8, 1960

. . . on sale May 5, 1960

. . . on sale Nov. 3, 1960

Gallery of Figures and Facts about REMARKABLE ROCKFORD



Leading the State in Retail ROP Color (Except Chicago Tribune)

ROCKFORD MORNING STAR
Rockford Register-Republic
Rockford, Illinois

Combining Top COLOR Advertising with TOP Market

Ask for Tear Sheets of Latest Test Campaign

Pacific Outdoor Elects Two

Tony Whan, senior vp of Pacific Outdoor Advertising Co., Los Angeles, has been elected exec vp in charge of marketing, a new position. He will have charge of the coordination of all advertising, merchandising, promotion, research and sales activities of the company. Mr. Whan has been with Pacific Outdoor since 1943, and was elected senior vp in 1953. Pacific Outdoor also has named Woody Ginn, formerly vp in charge of sales, senior vp, succeeding Mr. Whan.

Linder, Young Join Colgate

Ralph F. Linder, formerly with Donahue & Coe, and Robert W. Young, previously with Kenyon & Eckhardt, have joined Colgate-Palmolive Co., New York. Mr. Linder has been named general products manager, household products division, and Mr. Young was appointed vp and director of marketing for the household products division.

19 of 20 Families Regular Milk Users, Dairy Groups Told

MIAMI BEACH, Oct. 13—Market Research Corp. of America, New York, which maintains a nationwide "menu census," last week sketched a profile of dairy products in the U.S.

The profile was drawn by Arden B. Crawford, exec vp of MRCA, at a joint session here of the Milk Industry Foundation and the International Assn. of Ice Cream Manufacturers (AA, Oct. 12).

Some of the findings:

- Milk appears regularly on the tables of 19 out of 20 U.S. families in a typical two-week period. Whole sweet milk is served by 97.9% of the families in the Northeast, highest percentage of any region. The South and West are lowest—92.8% and 92.7% respectively.

- Chocolate milk is served by 18.5% of U.S. families, and is most popular in the Northeast. Families with children account for 93.1% of chocolate milk servings.

- Skim milk is served by 6.1% of U.S. families, and is most popular in the Northeast, where it is used by 8.1% of families. Fewer than 1% serve it in the South.

- Ice cream is served by two out of three families in a 14-day period. Most popular flavor is vanilla (53%). Summer accounts for 30% of ice cream servings. Ice cream is most popular in the north central states.

- Cottage cheese is served by 27.8% of families. Most popular in the North Central and western states, which account for 62% of servings.

- Sour cream is served by 3.8% of families, with fall the big season.

- Half and half cream is served by 18% of U.S., and is strongest in North Central and western states and in cities with populations of 1,000,000 or more. #

Walker B. Sheriff, Three Others Join Ludgin Agency

Walker B. Sheriff, who liquidated his own agency, Walker B. Sheriff Inc., more than two years ago to join Roche, Rickerd & Cleary, Chicago, as a vp, account group supervisor and member of the plans board (AA, Jan. 14, '57), has joined Earle Ludgin & Co., Chicago, as an account executive. He comes to Ludgin from George F. McKiernan & Co., Chicago printing company, where he has been a sales executive.

Three other new additions to the Ludgin staff include John M. Wolfe, who rejoins the agency as an account executive after two years with Batten, Barton, Durstine & Osborn, Chicago; Laurence Arnold, former writer for CBS, Chicago, who joins as a copywriter, and Robert Faulkner, free lance artist, who will be an art director.

Fairchild Promotes Smith

Warren R. Smith, assistant to the president of Fairchild Engine & Airplane Corp., Hagerstown, Md., has been appointed to direct corporate public relations and advertising.

Now available...

THE *1959* CANADIAN CONSUMER SURVEY

A most comprehensive study of Canadian buying habits and brand preferences, conducted in 72 Canadian cities. This valuable reference covers a wide range of consumer products, including foods, drugs, cosmetics, wearing apparel, household appliances, automotive and many, many others. Responses to 40,000 questionnaires from coast-to-coast contributed to this searching study.

$7.50

Avoid Delay
Order Your Copy
NOW

Compiled by:—
Statistical Reporting & Tabulating Ltd.

Published by:—

CANADIAN DAILY NEWSPAPER PUBLISHERS ASSOCIATION
55 University Avenue, Toronto 1, Ontario *I. H. Macdonald, General Manager*

Please send me.....copies of the 1959 Canadian Consumer Survey of Brand Preferences at $7.50 each. You may mail my copy(s) and the invoice to the address below

NAME..... FIRM.....

STREET..... CITY.....

WNJR
negro radio for metro new york

How to bust piggy banks by the millions!

You're sure to tap the enormous buying power of the families of New York, Chicago and Philadelphia right on down to the piggy-bank level, when your convincing sales message is delivered by the 3 top markets' most popular weekly reading habit – FIRST 3 MARKETS GROUP magazines.

By concentrating a sizeable part of your advertising effort on these 3 outstanding urban sales centers – where retailers ring up about 1/7 of Drug sales, 1/6 of Food sales, 1/5 of Furniture, Furnishings and Appliance sales, and 1/4 of total U. S. Apparel sales – you not only can bust piggy banks by the millions but a lot of sales records, too.

In New York, Chicago and Philadelphia the extra competition for consumers' time and attention contributes to the thinning out of family coverage of General Magazines, Syndicated Sunday Supplements, Radio and T.V. As the dominant advertising medium within the 3 markets, which account for nearly 1/5 of total U. S. Effective Buying Income, there is no substitute for FIRST 3 MARKETS' solid 55% COVERAGE of all families.

To make your advertising sell *more* where *more* is sold . . . it's FIRST 3 FIRST!

THE GROUP WITH THE SUNDAY PUNCH

FIRST 3 MARKETS GROUP

ROTOGRAVURE • COLORGRAVURE

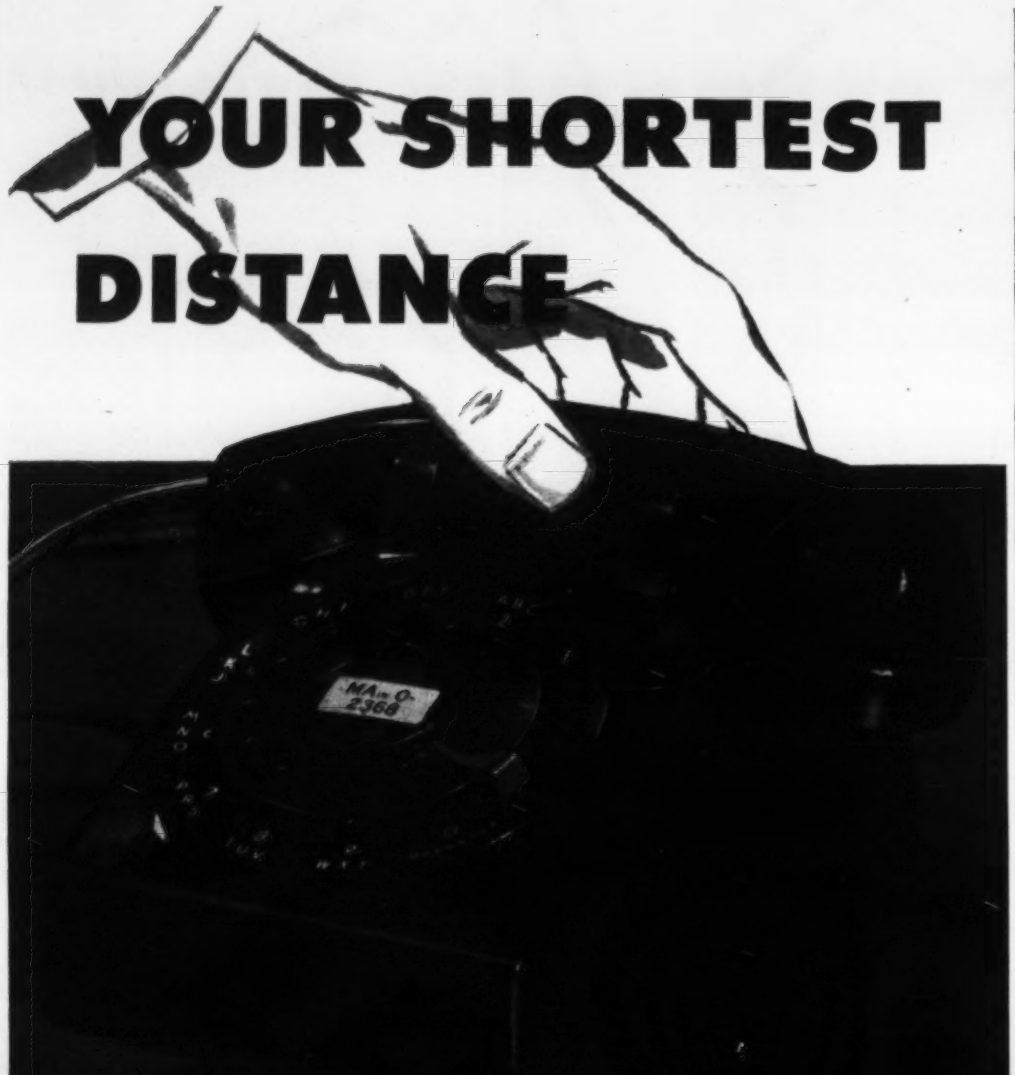
New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • CHICAGO 11, Ill., Tribune Tower, SUperior 7-0043 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, GArfield 1-7946 • LOS ANGELES 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

YOUR SHORTEST DISTANCE



to one dependable source for all these vital services

DElaware 7 1541

Electrotypes

Nickeltypes

Newspaper Mats

Travis R.O.P. Glass Mats

Proofing

Duplicate Engravings

Plastic Plates

It pays to use all the top-quality services of

CENTURY

ELECTROTYPE COMPANY, INC.

160 EAST ILLINOIS STREET · CHICAGO 11

Mechanization to Feature '60 Census: Eckler

NEW YORK, Oct. 13—The world's largest market study—the decennial U.S. census of population—goes into the field next April 1, and the deputy director of the Bureau of the Census last week gave marketers an advance glimpse of what they may expect from the 1960 survey.

A. Ross Eckler told the New York chapter of the American Marketing Assn. that the 1960 census will have "relatively few new inquiries" but will introduce a number of important changes in procedure.

One new question will be on place of work and means of transportation to work. Other new queries will check on use of food freezers, washing machines, clothes dryers and air conditioning units. Another will determine the number of passenger automobiles available for regular use.

Still another new feature will be information on the duration of occupancy of the present housing unit.

As in 1950, the census will include information on radio and tv homes, breaking out the number of units with more than one radio or tv receiver.

■ Mr. Eckler said the three major changes in procedure are as follows:

• 1. Householders will be allowed to consult other members of the family and available records in filling out forms.

This year the census bureau will have the Post Office deliver an advance form to every household before April 1. This will give householders an opportunity to consult records and check with other members of the family before an interviewer arrives.

Then, as the interviewers make their rounds, they will leave at every fourth household another form containing additional questions—this form to be mailed into the local census office. This second form will have more detailed questions on economic and social characteristics.

The bureau believes that allowing a time interval to fill out the forms "should improve the accuracy of the replies."

Also, the bureau feels that by splitting up the field operation into two stages it will make the job of the interviewer less burdensome, thereby improving coverage and content.

• 2. Electronic equipment will be used for nearly all data processing.

The bureau will be working with two new Univac computers and an auxiliary unit called FOSDIC—Film Optical Sensing Device for Input to Computers. FOSDIC scans microfilm copies of questionnaires, reads the positioned marks entered by interviewers and transcribes the information to tape in the form of magnetized spots, which can be read by the computer.

FOSDIC, Mr. Eckler pointed out, not only speeds up the compilation, but also eliminates the need for some 2,000 persons to prepare punch cards or the data.

The bureau will also have a high-speed printer operated by magnetic tape. This printer takes the results produced by the computer and prints them in tabular form ready to be photographed and reproduced by offset. The printer is capable of turning out 600 lines of copy per minute.

• 3. Greater use of sampling.

In 1960, only a short list of questions will be presented to every household in the country. The great majority of questions will be asked of only one household out of four.

Mr. Eckler conceded that this may present some sampling problems for small areas, but he said that the usefulness of the statistics "for marketing and nearly all other purposes" will not be impaired. And, of course, he added, "The importance of the savings through sampling is obvious, since the use of a 25% sample of households reduces by nearly three-fourths the processing expense for these items."

■ Mr. Eckler said marketers will be happy to learn that the greater use of sampling and electronic equipment will speed up the publication of results. He reported that the bureau expects to be able to report the final population count and some housing statistics about one year ahead of the time it took previously. Other data will also be reported more quickly than heretofore. #

FTC Hits Lee Rubber Tire Ads

WASHINGTON, Oct. 13—The Federal Trade Commission charged last week that Lee Rubber & Tire Corp., Conshohocken, Pa., used deceptive brand names on various grades of its tires.

The complaint said ads in nationally circulated magazines and in material furnished to dealers fail to indicate that "advance super deluxe" is no longer a first line tire, but is a second line tire, while "regular deluxe" is no longer a second line tire, but is a third line tire.

The complaint is the first issued by FTC against a tire maker since industry members revised their tire brands under trade practice rules which FTC issued more than a year ago. #

Hoefer Names 2, Adds 1

Hoefer, Dieterich & Brown, San Francisco, has added two persons to its staff. Dan K. Dippery, formerly with Miller, Mackay, Hoeck & Hartung, Seattle, was named to the creative department and Frank I. Nishioka, formerly with Abbott Kimball Co. and Grant Advertising, was named to the production department. Hoefer, Dieterich also has been named to handle advertising for U.S. Leasing Corp., San Francisco. Knollin Advertising Agency is the previous agency of record.

Paton Joins Yambert

Craig Paton has joined Ralph Yambert Organization, Los Angeles, as production and media manager. He has held similar positions with agencies in Australia and England.

Betty Grasso Joins Wyman

Betty Grasso, formerly a copywriter for *Time*, New York, and also assistant to the promotion manager of *Architectural Forum*, has joined the copy department of Wyman Co., San Francisco agency.

Del Murry Joins KYA

Del Murry, formerly an account executive with Botsford, Constantine & Gardner, San Francisco, has been named general sales manager of KYA, San Francisco radio station.

Eklund Joins Kaylock

Robert D. Eklund, former copy chief of Geyer Advertising, Dayton, O., has been named advertising manager of the Kaylock division of Kaynar Mfg. Co., Los Angeles.

Test plot for sales!

At the ag stations, one learns a lot from test plots. Depending on differences in treatment, technique, and cultivation, a planting may have giant growth compared to normal.

In marketing, advertising, and selling it will soon be possible to apply test plot methods to sales—for the first time, in a quality farm magazine.

SUCCESSFUL FARMING, with the January issue, will offer twenty State and Regional editions, plus the national edition. The farm marketer can select the combination which best meets his specific needs.

The new SF editions offer selective choice for testing copy in markets of known characteristics, measuring keyed costs of returns. They facilitate flexibility, permit advertisers to vary copy to local conditions.

And they enable sellers to put more sales effort in markets needing extra effort, to concentrate where distribution is best, sales potential highest. Local dealers can be listed, messages personalized for added sales stimulation.

Efficient and economical, they are among the newest and most valuable tools in the modern marketer's kit!

The coming SF editions enjoy all the advantages, power, prestige and *influence* of SUCCESSFUL FARMING . . . editorial content which for 57 years has shown the nation's best farmers how to earn more money and live better. They'll have the same fine reproduction, full color, quality presentation, long life.

SUCCESSFUL FARMING farmers are big businessmen in the nation's most essential industry. Their average farm has 336 acres, eleven permanent buildings, is outstanding for use of mechanization, electrification, specialization . . . leads in productivity, yields, and profits.

SF subscribers account for 70% of all US cornpickers, 54% of all combines, 40% of all mowers, 51% of all side delivery rakes, 63% of all pickup balers.

The SF audience for more than a decade has had an annual estimated cash income from farming alone of around $10,000 — which reached a new peak in 1958 of $12,120.

Whether your advertising requirements are best served by the national edition with 1,300,000 circulation, by the State and Regional editions with circulations from 67,000 to 600,000, or by a combination of both, you need SUCCESSFUL FARMING for its impact and influence, penetration and pull, effectiveness and economy!

To get the most from your best sales opportunities of 1960 — plan now!

Any SF representative will gladly give you full facts.

Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans.

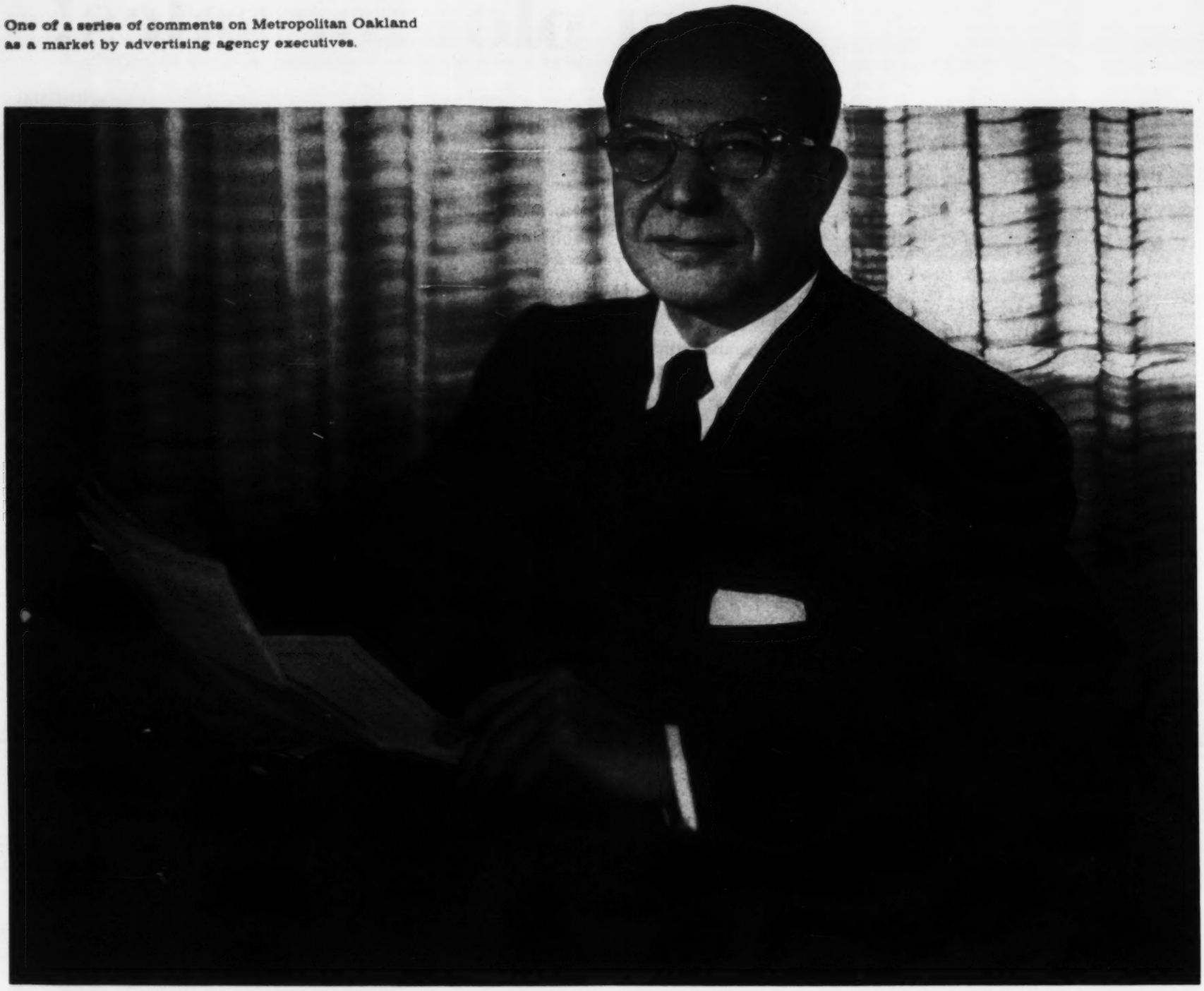
20 State & Regional Editions of Successful Farming — in January 1960

Edition	States	*Circulation	B&W Pg. Rate
1	Iowa, Illinois, Indiana, Nebraska, Minnesota, Wisconsin	608,297	$3,955
2	Illinois, Indiana	218,956	$1,860
3	Iowa	128,670	$1,160
4	Minnesota	116,748	$1,050
5	Nebraska	67,646	$ 625
6	North Dakota, South Dakota	82,225	$ 760
7	Wisconsin	76,277	$ 705
8	Iowa, Illinois, Indiana	347,626	$2,780
9	Iowa, Minnesota	245,418	$2,085
10	Iowa, Nebraska	196,316	$1,720
11	Minnesota, Wisconsin	193,025	$1,690
12	Minnesota, North Dakota, South Dakota	198,973	$1,740
13	North Dakota, South Dakota, Nebraska	149,871	$1,350
14	Illinois, Indiana, Ohio	320,412	$2,565
15	Iowa, Minnesota, North Dakota, South Dakota, Nebraska	395,289	$3,065
16	Iowa, Illinois, Indiana, Wisconsin, Minnesota	540,651	$3,785
17	Illinois, Indiana, Ohio, Wisconsin, Michigan	464,985	$3,370
18	North Dakota, South Dakota, Nebraska, Kansas	217,241	$1,850
19	Iowa, Nebraska, Kansas, Missouri	339,268	$2,715
20	Middle Atlantic, New England	138,385	$1,245

*A.B.C., Publisher's Statement 12/31/58

Successful Farming . . . Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.

One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.



With its tremendous growth in population and volume of business—and with its special characteristics—California has become for advertisers and agencies almost an empire, a country within a country. And Alameda County, because it is first in retail sales for so many products in all of the Northern California counties, must have very special attention. It becomes a key for unlocking a vast market.

MELVIN BRORBY, Senior Vice President,
NEEDHAM, LOUIS & BRORBY, INC., Chicago

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

Greatest Home Delivered Circulation in Northern California

National Representatives:
CRESMER & WOODWARD, INC.

GO BIG.. BE BIG *in the TRIBUNE...*

*63% of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers

Member Metro Sunday Comics Network

Advertising Age

Western Market Issue

THE NATIONAL NEWSPAPER OF MARKETING

Western Agencies Battle for Accounts; Are National Branch Offices in Red?

LOS ANGELES, Oct. 15—The Los Angeles agency picture has changed over the past several years, but the effect of the change varies considerably, depending upon the size and type of agency.

Business has been good for the smaller agency with industrial accounts. For agencies handling mainly consumer accounts, the picture is somewhat different. Competition for accounts of any size is at an alltime high, and there are predictions this will get worse before it gets better.

■ As a starting point, there are more branches of national agencies here than would normally be justified by the volume available. Some of these branches are well established, and have been for a number of years.

Others exist for a number of reasons, take your choice:

• It is felt a Los Angeles office is required for prestige.

• Service facilities have been required, and from that came the desire to establish a complete agency facility to service local accounts.

• An important client wants such service here.

• Although the business is not now here, it will be in a few years, and now is the time to get established.

■ A result of this, the head of a large local agency asserted, is that in the past two years the fiercest competition has come less from local agencies than from national agency branches.

Another local agency head told AA: "We've been a bridesmaid on four or five pitches recently where we would have been the bride, if it had not been for the selling of the 'prestige' of a national agency, and the wrecking crews from the East."

■ Three national branch offices here are most often cited as what one agency head calls "deficit financing" operations. "That is," he asserted, "they don't support themselves but are supported in their losses by other offices." These agencies, with fully staffed offices, are considered rough competition.

A noticeable result of these fully staffed offices, without the billing to justify it, a local agency man observed, is intensive com-

(*Continued on Page* 88)

California Leads in Sales Increase of Foreign Cars

DETROIT, Oct. 15—California, which pioneered the national swing to foreign cars, is still the hottest U.S. market for them.

Figures compiled by *Automotive News* show that imported car sales in California in the first half of 1959 were up by 21,894 cars over the first half of 1958—largest increase of any other state. Florida was second with an increase of 11,061 cars, and New York third, up 8,146 cars. California also showed the biggest increase in sales of Ramblers and Larks—up 12,995 and 5,511 cars, respectively.

Zest . . .

How West Was Transformed—People, Money

Attracts New Interest by Manufacturers and Distributors

By L. Victor Riches
Managing Director, Riches Research Inc., Palo Alto, Cal.

Mr. Riches, former director of economics and business research at the University of Utah, was head of the Land Economics Department of Stanford Research Institute from 1955 until last June, when he founded his own market research organization, which stresses plant site location and industry feasibility studies. In these capacities, he has become expert on the western market.

The most spectacular characteristics of the western market are its geographical size, its rapidly expanding population—and the enthusiasm of the people for the place in which they live, whether on the farm, in a town, or in one of the large cities. The fervor and zest for living in the West is chronic and contagious. Visitors exposed to it sooner or later move west; westerners who go east make their residence in the East as temporary as possible. Thus a net migration to the western market area continues, and the population increases at a rate more than double the national average, and almost triple the average for other

L. Victor Riches

(*Continued on Page* 84)

Growth Rate Outstrips the Nation's . . .

Golden West Becomes Bright New Giant Market for Advertisers

GOLDEN MARKET—*About half the U.S. land area, the West has only 16% of U.S. population but per capita income is higher than in any other region of the nation—and population, income are growing fast.*

Population Doubles in 20 Years; Per Capita Income Highest in U.S.

LOS ANGELES, Oct. 16—The Golden West is getting golder by the year.

Census after census, year after year has turned up new evidence that the West is far outstripping the nation as a whole in the rate of its growth. The result is a great and exciting new major market that national advertisers are studying with new and serious interest.

■ The big upsurge started with World War II, when the western economy was bolstered by war-baby industries and a vast army of defense workers. Skeptics predicted a postwar collapse. But the forecasts of doom simply didn't come true. Once started, the factors working toward growth would not be stopped.

As industry grew, costs came down, and still more industry moved in. Spurring growth still further, the U.S. increased the size and scope of military establishments in the West, hiking government employment. Population and income kept moving up.

■ In the 11 western states—

• Population has nearly doubled since 1940, and by next year will be more than double.

• The population increase since 1950 has been 25.6%, compared with 10.6% for the remainder of the nation.

• Personal income has risen 32% since 1954, compared with 25% for the nation as a whole.

• Per capita income today exceeds that of any other U.S. region.

■ The economic boom of the West has continued for 15 years—time enough for eastern skeptics to

(*Continued on Page* 106)

Innovations in Painted Bulletins . . .

More Autos, Outdoor Living Make National Media Different in West

TV Suffers; California Car Radios Offer More Exposure to Advertisers

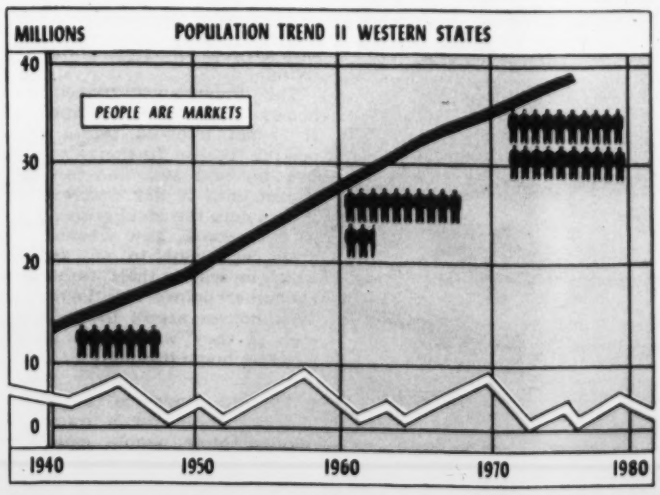
By Richard I. Clark
Media Director, Cunningham & Walsh, San Francisco

The population growth of the western states demands constant scrutiny for trends. This pursuit is especially true for those involved in the marketing and media functions. The growth in numbers of people is an indication of increased product consumption potential. Analysis frequently leads to a realignment of media weights or even a change in media direction.

Each year counties in the western states, through the swelling of population, move from one classification to another. For example, during the past ten years in California alone, four counties have moved from B to A classification (by Nielsen definition, populations of 500,000 or more). Certainly the marketing strategy and media direction must take cognizance of the progress from minor to major market status.

But more than the pure mar-

(*Continued on Page* 104)



FASTEST GROWING U.S. MARKET—*Population of West has grown from 19,562,000 in 1950 to 24,673,000, Census Bureau reports show. Fastest growing region in the nation will exceed 34,000,000 by 1970.*

Informality, Swimming Pools, Foreign Cars . . .

Wide Open Spaces, Climate Alter Western Living Habits

Customs Freer, More Mobile Population Has More Autos, Education

LOS ANGELES, Oct. 15—The 13 western states cover a vast stretch of territory—about half the geographical area of the U.S.—and anything said about the West as a whole may not be true for all its parts.

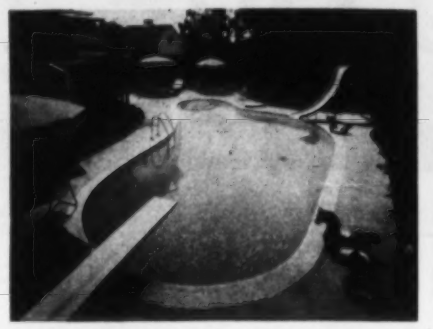
Despite the area it covers (an area increased by the recent addition of Alaska and Hawaii) and its tremendous population growth in recent years, it still has slightly less than 16% of total population. Another factor making it difficult to generalize is that California has close to 60% of the West's population.

Thus any discussion of the West must give emphasis to the predominance of California, which has a much milder climate (with consequent differences in living patterns) than many other parts of the West, most of which is sparsely populated and experiences severe winters.

■ When speaking of differences in western living habits, it must be recognized there has been a growing acceptance nationally of

Western Living Is Different in Many Ways

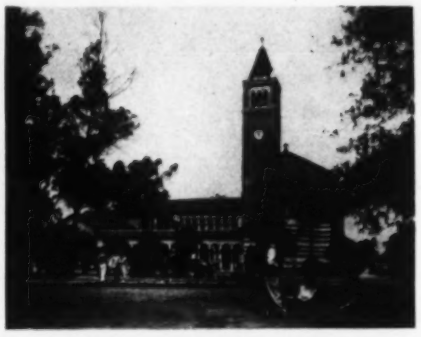
MOBILITY—*In California, which has about double the autos of either New York or Chicago, cars are almost a way of life, typified by Los Angeles freeway.*



NEW STATUS SYMBOL—*Swimming pools have become a new status symbol in the West, where a pool often takes precedence over a second car. Home pools (left) are the center of backyard recreation. Most new apartments built in West include a pool (right).*

TRAILER LAND—*Of 15,000 trailer parks in U.S., 4,400 are in California, like this one at Santa Monica. Large mobile homes have 10x17' living rooms, fireplaces, full bath with shower, built-in appliances, two or three bedrooms.*

WESTERN CAMPUSES—*Educational level of West is higher than the nation's. Among many schools is University of Southern California. Library (above) accommodates 1,450 students at one time.*



HOLLYWOOD, TOO—*Per cent of college graduates is higher in West. Southern California building is much sought by Hollywood producers for its patios, arcades, "typical" college look.*

western ideas, so in some respects western "differences" have become a matter of degree.

Population continues to grow at a rate greater than elsewhere. People continue to be attracted by what they feel is a better climate and a better place to live, and the economic opportunities they feel may be relatively better in a rapidly growing area.

■ Pulling up stakes and moving West has its effect on the people involved. It gives release to new ambitions and ideas. The intermingling of people breaks down many traditional barriers and sectional differences in outlook. The move brings forth fresh viewpoints, and develops creativity of a kind that differs from that in settled, established areas.

This creativity is grounded in an educational level higher than the national average. The per cent of college graduates in the population is higher in the West. Perhaps this has some relation to the tendency of educated people to move more readily than those with less education.

Having cut loose from traditional ties, newcomers to the West suffer less from inhibitions and restrictions. These people move into a society less rigid than that to which they are accustomed. There are so many of them, that established Westerners tend to judge them for what they are, rather than by the credentials they may bring.

■ There are many more levels of social groups than elsewhere, and the newcomer has little difficulty in determining his. That does not mean all newcomers quickly become a recognized member of the community in which they settle.

Actually, research indicates the average newcomer is in the West from three to four years before he may be said to have roots in the community. During that period, studies show many do not buy a newspaper regularly, or even read free distribution newspapers. Only a small percentage of the newcomers register to vote at the first opportunity, and those who do, do not vote as often as the longer-established residents in their community.

■ Similarly, the average newcomer does not join clubs, churches or other organizations that puts him in the thought-leader pattern.

Since these people are difficult to reach through most normal avenues of communication, it may be said the marketer who can devise some special way to reach them can do well for himself.

■ There is also a substantial movement of people within the West. This movement of population is particularly heavy in medium-size towns and the suburbs of metropolitan cities. The rate of population movement within the West is about one in three every year, which is higher than the national rate.

There is little indication that population growth in the West will fall off. Authoritative estimates indicate almost a doubling of population by 1975, with California, Nevada and Arizona having the greatest percentage of growth.

■ On the other hand, in Los Angeles, it has been estimated that the population growth will come more from natural increase than inflow . . . that in the 1960-65 period, natural increase will be 520,000, compared with an anticipated in-migration of 260,000 people.

With this background of continuing in-migration, shifting of population within the West, and an increasing natural population growth, it is apparent the West may be said to represent a fluid, changing market. This may change as newcomers become a smaller and smaller part of total population, but it has not yet happened.

■ Until it does, the West has readily observable characteristics all its own. It has taken a leading role in evolving a pattern of family life, influenced by climate and geography, and built upon increasing leisure time, more automobiles and auto-travel, and more families owning homes with patios, gardens and pools for outdoor living.

The importance placed upon homes cannot be over-emphasized. It is not unusual for a family making its way financially to buy, live in, and sell two-three-four homes until it has reached what it considers the ideal home, within its pocketbook. Few western children can point to an ancestral home in which their father, and his father before him have lived. Most houses aren't that old, and even if they were, few families stay in a home that long.

■ The attachment to the home is understandable for a number of reasons. Most people came here because they felt it is a fine place to live. Much of this feeling is based on climate and/or geography, and is associated with the outdoors. From this has come a spread-out area, with a low density of population. In the populated areas, industry did not initially dictate where people would live. Industry followed, after people had settled where they wanted to live.

■ Related to this is the high ratio of automobile ownership. It has been said the automobile is "a way of life" in the West. With less than 16% of total population, the West has approximately 18% of all registered automobiles in the U.S.; California has more than twice as many automobiles as Illinois, and almost double the New York total.

The widespread ownership of automobiles has made it possible for industry to spread out. The automobile enables people to live where they want. The willingness of Westerners to try new ideas and products, and their interest in automobiles is well known for having spearheaded the acceptance of foreign and small cars in the U.S. Today that acceptance has spread throughout the nation.

As a result of the spreading-out made possible by the automobile, and the distances involved in going "out," entertainment is mostly at home. San Francisco and Las Vegas are noted for their "night spots," but Los Angeles is hardly a "night club town," nor are most other western cities.

■ With this emphasis on the home, the climate and an awareness of the outdoors, California has pioneered in creativity in home building. Architects and designers have an environment in which they can test bold new ideas and incorporate them in new housing. The results of this creativity are being adopted in other parts of the country, but in most areas climate will always be a limiting factor in comparison with the West, particularly California.

The California architectural style is easy to recognize: It has a low-pitch roof, which ties it to the

ACCENT ON MODERN—*Western furniture puts the stress on modernity, as in this "America West" dining room grouping (left) of Brown-Saltman. Patios are used more than elsewhere, with furniture in informal mood, like above lounge chair, ottoman and end table.*

watch* the women go BUY

WATCH THE WOMEN GO BUY • WATCH THE WOMEN GO BUY • WATCH THE WOMEN

*Day in, day out, Portland grocers watch the women go buy. And they know the buying is biggest when they advertise in the one newspaper that's as big as all Oregon, The Oregonian. That's why *The Oregonian leads* in retail grocery advertising. You *tell* the most and *sell* the most in The Oregonian, Oregon's BIG newspaper.

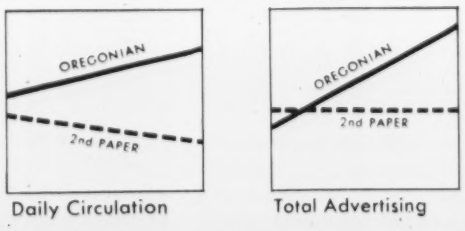
How big is the Oregon grocery market? A half-billion dollars annually. That's double the Boston market, and triples Cincinnati.

The Oregonian
Portland, Oregon

Leads in retail advertising—by Far!

Largest Circulation Newspaper In The Northwest
242,035 Daily • 306,014 Sunday

The Portland 10-year change at a glance

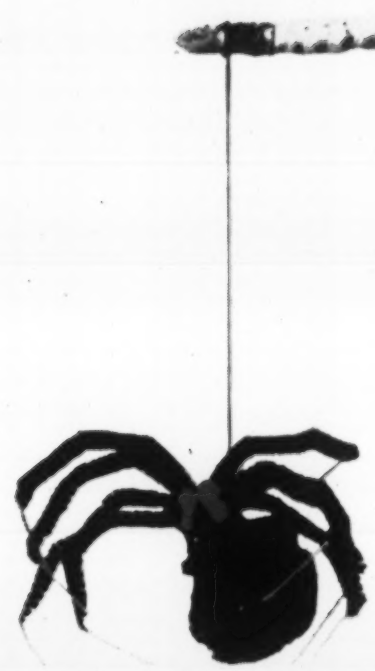


Daily Circulation

Total Advertising

Sources: S.M., 5/10/59; ABC Pub. Stmt., 6 mos. ending 3/31/59

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, Inc.



~~UNDIVIDED~~ UNDIVIDED

ATTENTION

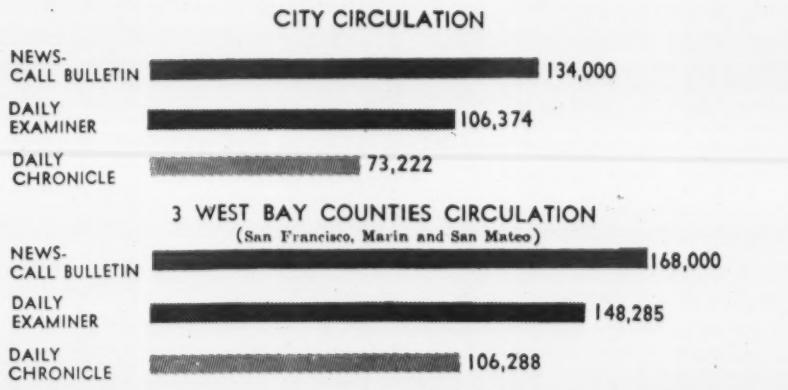
FOR YOUR SAN FRANCISCO ADVERTISING
IN THE COMBINED
NEWS-CALL BULLETIN

That old bugaboo—how to cover the market with budgeted dollars—is forever squashed in San Francisco.

The combined NEWS-CALL BULLETIN, San Francisco's ONE great evening newspaper, delivers the largest city circulation and total coverage of evening newspaper readers. Undivided attention for your advertising!

Wire, write or phone Moloney, Regan & Schmitt for whatever facts and details needed to get your advertising started.

This is how enthusiastically San Francisco has welcomed and accepted the combined Evening NEWS-CALL BULLETIN. Out of a total circulation in excess of 210,000 the NEWS-CALL BULLETIN has over 134,000 city circulation. This is 83% more than the daily Chronicle and 26% more than the daily Examiner. In the three West Bay counties the NEWS-CALL BULLETIN has 58% more circulation than the daily Chronicle and 13% more than the daily Examiner . . and we're still gaining!



News-Call Bulletin states circulation to be in excess of figures shown. Figures for Chronicle and Examiner city zone from A.B.C. Publisher's Statements, March 31, 1959 and the three West Bay County figures are computed from figures in the A.B.C. audit report for 12 months ending September 30, 1958 and represent average net paid circulation.

Key To The Golden Gate . . .

NEWS—CALL BULLETIN

San Francisco's ONE Great Evening Newspaper

Represented nationally by Moloney, Regan & Schmitt

ground and fits it into the landscape. It has wide overhangs for protection from rain and the hot summer sun. It uses wood for contrasts, both inside and outside. It has exposed beams and rafters. It has a patio so people can enjoy the outdoors in privacy. It has an informal plan featuring openings to the outside to permit integration of indoor and outdoor living. Rollaway glass walls are a more recent development.

Outdoor cooking and barbecues, and dining outside are commonplace.

■ In the past few years, a new element has come to the fore in outdoor living, particularly in California. Pools have become a new status symbol. In this land of second cars, purchase of a pool is now weighed against a second car.

As of Jan. 1, when it was estimated there were more than 200,000 swimming pools in the U.S., 70,000 were in California, including 50,000 in Southern California. In the first eight months of this year 10,000 were installed in Southern California. A majority of new apartment houses now include a swimming pool installation.

The home pool becomes a recreation area and center of backyard activities, and is cited by swimming pool builders as a good way to keep the family together. The pool also provides a decorative element for outdoor entertainment.

■ As might be expected, outdoor cooking for outdoor dining and entertainment places emphasis on foods different from those cooked inside. Just about anything can be cooked outside, but barbecue and grill items such as chicken, steaks, hot dogs, hamburgers and related items predominate.

Inside the house, the casual, modern touch is obvious. Built-in appliances are standard in new homes. Brand preferences are similar to those in other parts of the country, but acceptance is based on fashion in terms of color and design. Color in appliances is the dominant characteristic.

The accent upon informal living is manifested in furniture. Design projects the feeling of spaciousness, comfort and informality. California furniture manufacturers have played a leading role in developing acceptance of such styles nationally. Fabrics are colorful in keeping with the belief that California should present a "sunny" color scheme.

One result of California styling leadership is seen in a growing trend toward a longer selling season on casual and summer home furnishing. This is reflected in a fall Summer and Casual Market Week to be held Nov. 2-9 this year in the Los Angeles Home Furnishings Mart. This will be the first time a fall market week has been held.

■ In the apparel field, the casual western approach is unchanged. The form of dress may vary in different parts of the West as affected by climate and work, but the casual effect is evident everywhere, except possibly in San Francisco.

California, a distant second to New York in volume in the clothing field, is participating in the national campaign of "dress right for the right occasion." In the past three years most industry functions have been black tie, but there is little evidence the public at large is embracing the idea. There are exceptions, but most attempts at more formal wear are ignored, and people wear what they please.

■ In the West, any campaign for dressing right accepts the fact that its greatest potential is in selling the concept of the right kind of casual wear, suitable to the occasion—the beach, patio or pool, the ocean, mountains, etc. Efforts of California apparel makers, with their stress upon creativity, fashion and vivid colors, now are turning to casual combinations, mix-match groupings that are "appropriate" for specific types of occasions.

Despite this major stress and acceptance of the casual, California manufacturers have come up in the "dress" market. Only several months ago, an industry authority in New York acknowledged that California, not Europe, is the greatest threat to New York domination. This does have its effect upon what Westerners wear.

■ Closely allied to automobiles as typifying the mobility of Westerners is the trailer industry. Of the 15,000 trailer parks in the U.S., 4,400 are in California. Studies indicate that close to 1,500,000 people in the West live in mobile homes. A research study indicates that within eight years, one of every ten people in the West will be using a vacation trailer or living in a mobile home.

To distinguish between trailer coaches and mobile homes: trailers up to 27 feet in length are classified as "travel"; longer trailers are called mobile homes. About 85% of all trailers and about 40% of the mobile homes in the U.S. are in the West.

Travel trailers are, as the name indicates, trailers used for trips, and although they include most conveniences needed for living, are used for living quarters for short periods of time.

■ Mobile homes bear little re-

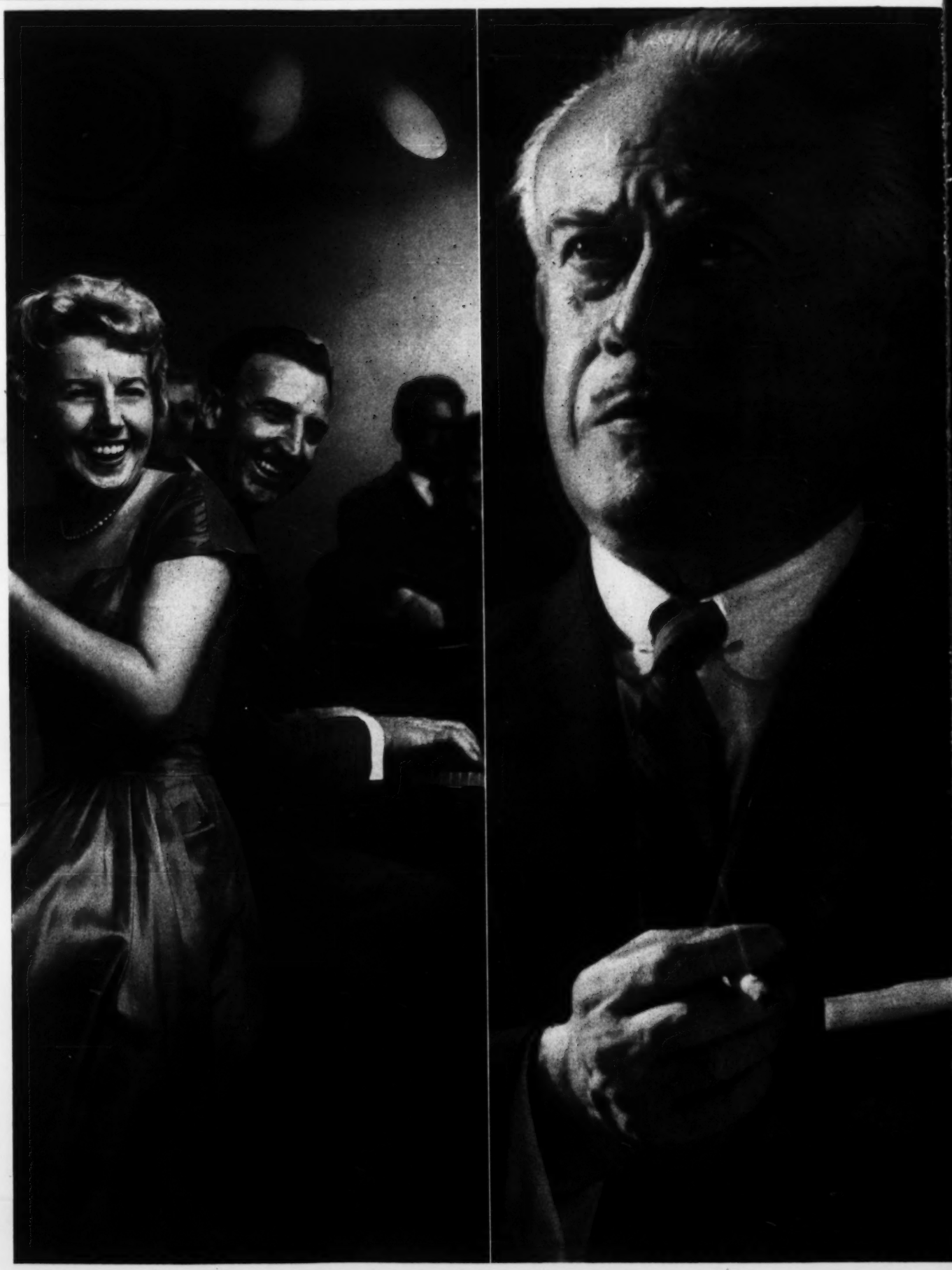
Is West Really Different? Not When It Influences East

CHICAGO, Oct. 15—The West has influenced living habits of the entire nation.

Phil Seitz, AA correspondent in Los Angeles, who wrote the story in this issue on how western living habits and buying habits differ from those in other sections, sent a memo to AA editors along with the story:

"You will note that several aspects of western living and buying which we covered extensively in our report on the West seven years ago I have not even mentioned this time—particularly western-style supermarkets, drug stores and rack jobbers.

"This is because from what I know and could dig up, their 'western' characteristics are no longer distinctive to the West but have spread throughout the U. S. For that reason, I have barely mentioned foreign cars in passing, although a few years back they would have rated much more attention as a predominantly western phenomenon." #



with showers, built-in appliances, semblance to what the uninitiated would visualize as a trailer. A typical mobile home will have a living room 10 x 17'. Large ones (up to 60 feet in length) have such things as real fireplaces, full baths and two and even three bedrooms. There are expandable types which are 10 feet wide for highway movement, but can be pulled open to a width of 20 feet when settled in a permanent location in a park.

Trailers and mobile homes have been gaining acceptance in the West because of good highways, space, favorable laws, better and more luxurious trailer parks. On an average, mobile homes will remain in one place for 20 months or so. Professional haulers are required to move mobile homes to another location.

■ Mobile homes range in price from $3,000 to $9,000, while the average is $4,500. Normal monthly rental for an average lot is $20 to $40, with luxury lots renting for as much as $100. Mobile home park spaces in the U.S. totaled 620,270 at the end of 1958. About a third of the nation's mobile home population is in the 13 western states.

The vast open spaces of the West give the travel trailer a particular importance. More than 75% of the West is still public land. There are close to 100,000,000 acres set aside for national and state parks, and national forests and monuments. All this area is available for recreation. It may be noted that no matter how much the population of the West may grow, these areas will be close at hand.

Trailers have become important enough so that in 1958 a California law went into effect, putting trailer manufacturers under the building code and setting standards for such things as plumbing, heating and electrical wiring.

■ The sum of this emphasis upon casualness, informality, mobility and a population which is not bound by tradition, is a consumer who is not conspicuous for brand loyalty. On the whole, the western consumer is willing to try almost anything. Home surveys reveal it is not unusual for a consumer to have more than one brand of the same product on the pantry shelf. There is a willingness to try new products and switch from old preferences if the new product is better liked.

For this reason, western markets provide a relatively quick test of consumer acceptance of a new product, and many companies use it for this purpose.

At the same time, the continuing influx of newcomers, combined with this willingness to change old habits, confronts retailers and advertisers with the necessity to advertise continuously and aggressively to maintain position. Newcomers in an area are not aware that established food chains, banks, etc., even exist. They bring purchasing habits which must eventually be changed. The comparative instability as these changes take place apparently will be a continuing process.

Retail Grocers, 'SEP' Launch Food Store Promotion

The National Assn. of Retail Grocers of the U.S. will lead off a 33-page "Food Store Spectacular" section with a two-color page in the Oct. 17 issue of *The Saturday Evening Post*. The *Nargus Bulletin*, trade magazine published by the association, and the *Post* are co-sponsors of the "Food Store Spectacular," an annual advertising-merchandising program that was introduced to the food industry in 1957.

Vic Aragon to 'N. Y. Post'

Vic Aragon, formerly assistant advertising manager of Wings Shirt Co., has joined the *New York Post* as an art director.

Mondays through Thursdays at 6:30 P.M., it's the Curt Massey Show on KRCA—a sprightly quarter-hour of popular song, featuring Curt, Liltin' Martha Tilton, Country Washburn's band, and a bevy of their own special guests.

Sundays, 3:30 to 4:00, noted artist, art critic and instructor Lorser Feitelson brings KRCA audiences a series of lectures devoted to the appreciation of contemporary art.

Opposite ends of the programming spectrum? Yes. But each a vital part of KRCA's overall purpose, serving the entire community. This is KRCA's extension of the NBC Television Network concept, rewarding programs for every television taste.

AUDIENCE: THE SUM OF MANY PARTS

KRCA

NBC Owned
Channel 4 in Los Angeles
Sold by NBC Spot Sales

Now you can reach Western restaurants and motels economically with this

REGIONAL MARKETING PLAN

Here are the highlights of the American Restaurant — American Motel Regional Marketing Plan

Regional Rates . . . Four regions are now offered in both magazines . . . Eastern, Southern, Midwest and West. Split runs and concentrated regional campaigns for products more suited to a particular section of the country are possible at last in the motel and restaurant fields. Regional suppliers can now benefit by tying in with national advertising.

A New Unit of Space, the "page-plus" (equal to a page and ⅓) is offered at a special rate. The ⅓ page is ideal for distributor lists. These lists can be changed in each region . . . tying the message to the nearest source of supply. Also ideal for manufacturer-dealer co-op advertising.

american RESTAURANT

AMERICAN MOTEL

Patterson Publishing Co.
5 S. Wabash Avenue, Chicago, 3

Simpson-Reilly, Ltd.
Halliburton Bldg. Los Angeles, 17
Central Tower, San Francisco, 3

How West Was Transformed—People, Money

(Continued from Page 77)

regions of the nation. Concurrent with the growth of population is a rapid expansion of industry. Thus the market for capital and consumer goods is constantly greater and commands the analytical attention of manufacturers and distributors.

Exclusive of Alaska and Hawaii, the 11 western states constituting the "western market" occupy about 39% of the total land area of the United States. This western area of more than 1,200,000 square miles is greater in size than all of Western Europe.

■ Despite spectacular population increases, much of the area remains sparsely populated while large concentrations of people reside in major cities, some of which are as large or larger than major cities of the eastern seaboard area. For instance, Los Angeles, as the third largest city of the nation, is larger than Philadelphia and is exceeded in size only by New York and Chicago.

In 1940 the population of the West was sparse, indeed. Approximately 14,000,000 persons or 11% of the nation's people populated the 39% of the nation's land area in the western states. While the remainder of the country contained 65 persons per square mile of area, the average in the West was only 12. The large concentrations of people that make important markets simply did not exist in the West in pre-World War II days. The manufacturing and industrial operations that attended this sparse population were necessarily small and relatively more costly than plants located in the large eastern markets. Major function of the plants was raw materials processing rather than production of consumer goods.

Population of 11 Western States
(In Millions)

State	1940	1959	Est. 1975
Arizona	0.5	1.3	2.5
California	6.9	15.3	25.0
Colorado	1.1	1.7	2.2
Idaho	0.5	0.7	0.9
Montana	0.6	0.7	0.8
Nevada	0.1	0.3	0.6
New Mexico	0.5	0.9	1.5
Oregon	1.1	1.8	2.6
Utah	0.6	0.9	1.4
Washington	1.7	2.8	3.8
Wyoming	0.3	0.3	0.5
Total	13.9	26.7	41.8
Total U S.	131.7	176.0	222.0

■ By 1959 the basic pattern had changed and a substantial transition was still in progress. Raw materials processing had further expanded, a substantial primary steel industry had been established and the manufacture of consumer goods, including automobiles, appliances, furniture, hardware and textiles, had become major industries.

As of late 1959, the 11 western states have a population of approximately 27,000,000 persons or 15% of the nation's total. During a 20-year period from 1940 to 1960 the western market will have doubled in size, as measured in terms of numbers of people. And the per capita income of these people exceeds that of any other region of the nation.

■ Per capita income in the western market is higher than the average for the other 37 states of the nation. In California, which accounts for 57% of the population in the western market, the per capita income in 1957 was $2,523. Only Connecticut, Delaware and New York were slightly higher.

Average per capita income for the three Pacific Coast states of California, Washington and Oregon (which account for 75% of the market's population) was $2,406. Average for the 11 western states was approximately $2,250, while the average for the nation was $2,027.

■ While other regions of the nation are growing at rates between 1 and 2% per year, the West is growing at 3.2% per year. As of 1975, the population of the 11 western states is expected to total some 42,000,000 persons while that of the continental United States will total 222,000,000. Thus the West's share of the market will be roughly 19%.

Industrial Sources of Civilian Income by Region
(% distribution)
1957

	North-east	North Central	South	11 Western States	Total U. S.
Agriculture	1.6	6.9	7.5	7.2	5.5
Mining	0.8	1.0	3.9	1.9	1.8
Construction	5.8	6.5	7.4	7.9	6.7
Manufacturing	36.1	36.2	23.0	23.4	31.1
Distribution	27.4	26.7	28.4	28.2	27.6
Service	18.7	14.1	16.2	18.2	16.5
Government	9.6	8.6	13.6	13.2	10.8
Total	100.0	100.0	100.0	100.0	100.0

SPREAD—*Civilian income from industrial sources in the western market totals about $50 billion per year, as of 1959. This is about a sixth of the nation's total. Industrial sources of income constitute about four-fifths of personal income including wages and salaries, other labor income, and proprietor's income; the remaining segments of personal income—primarily property income and transfer payments —are not included (see tables above and at right).*

During the 35-year period from 1940 to 1975 the West's population will have increased from 14,000,000 to 42,000,000—a change in market size of 28,000,000 people.

■ The economy of the western market is diversified and stable. Of the major industrial activities, the biggest difference when compared with other regions of the country is in the lesser extent of manufacturing activities. This is as would be expected in the young and growing western economy. Another major difference is the relative importance of government employment. This reflects the many activities in the West of the nation's military establishments. Comparative proportional data are shown in the accompanying tables.

Regardless of the population concentrations that make up the large metropolitan cities of the West, there remains plenty of room for the future growth anticipated. For instance, the nine-

STOP HIM

and 4,000,000* other young men "on the move" who shop in P.A.G. pages every month!

How do you hit a moving target? Use the magazine that *stops* him... that caters to his compelling interest in cars... the pages that not only *halt* but *hold* four million pair of roving eyes every month! In short, P.A.G.'s Big Three!

Today's fast-moving young man buys more consumer products than his Dad, making him *the* "big spender"! And what does he buy? Just about everything:

Over half consume 4-15 soft drinks per week! *70%* smoke one or more packs of cigarettes a day. *88%* purchase their own toiletries. *94%* buy suits by brand name. *61%* buy new cars, just one of their many hobbies. (P.A.G. reader buying habits per latest Eugene Gilbert Survey.)

P.A.G.'s ad volume *doubled* in the past year! Figures, doesn't it? Join the consumer product advertisers who are scoring with more young men for their dollars... use P.A.G.!

**Readership 4,000,000—ABC circulation 1,200,000*

The Petersen Automotive Group reaches more young men between 18 and 25 than any other magazine!

county San Francisco Bay area with its 4,000,000 people can accommodate 13,000,000 people through use of only its primary urban land resources.

This leaves millions of acres of secondary lands—land having more than 15% slope or inferior soil bearing structures—available for additional development. Population saturation is many, many decades—or centuries—away, although sometimes the traffic congestion seems to suggest otherwise!

■ The natural resources of the western market are tremendous. The forests of the Northwest, the minerals of the mountains, the petroleum of many areas, and the agricultural activities of all of the states are basic foundations for the continued development of more and more manufacturing industries.

For instance, in Utah, some 214 useful minerals have been found and 40 of them are being produced in commercial quantities. Raw material requirements of the United States are accelerating the development of these resources. Such activities increase the size of the western market.

The most striking feature of the growth pattern in the western states is the rapid absolute expansion of California relative to other areas. The state has become the center of western population and industry. This position tends to strengthen because the California market is self-generating. Because of its size, it attracts new industry to serve it which in turn causes the market to expand further. In addition to industries that supply the local market, other industries with national markets, such as aircraft and electronics, have concentrated in California in such numbers that similar industries are attracted to the skilled labor pool.

The postwar concentration of industry and population in California makes it the "center of gravity" of population in the 11 western states. Calculations based upon distances between geographical areas weighted according to population densities demonstrate that the Los Angeles area and the San Francisco area are about equal as the center of the western market.

Similar calculations based upon population projections indicate that the same general relationship will continue in the future. Location in or near either metropolitan area is optimum in serving the western market from a single plant. A second distribution point would be located in the Pacific Northwest states, presumably at Seattle or Portland; a third such plant would be located in Utah or Colorado.

Industrial Sources of Civilian Income by Region
1957
(Millions of Dollars)

	North east	North Central	South	11 Western States	Total U.S.
Agriculture	1,279	6,026	4,895	3,205	15,405
Mining	664	837	2,547	844	4,892
Construction	4,716	5,676	4,848	3,523	18,763
Manufacturing	29,307	31,950	15,116	10,458	86,831
Distribution	22,220	23,489	18,707	12,676	77,092
Service	15,128	12,376	10,608	8,122	46,234
Government	7,782	7,561	8,939	5,899	30,181
Total	81,096	87,915	65,660	44,727	279,398

■ The western market is comprised of many area and regional submarkets and distribution points, as created by geographical, topographical, transportation and population influences. Southern California is served from Los Angeles; northern California and southern Oregon from San Francisco; major parts of Oregon and some of Washington are served from Portland.

Much of Washington, as well as areas of British Columbia are served from Seattle and Tacoma in the beautiful Puget Sound area. Further east, Spokane is the center of its "Inland Empire" including eastern Washington, northern Idaho and western Montana. The location of Boise, Ida., makes it a focal point for much of Idaho and eastern Oregon.

Salt Lake City—"The Center of Scenic America"—serves Utah, southern Idaho, much of Wyoming and Nevada, as well as parts of Colorado and New Mexico. Denver, known as the "Western Capital" of the nation because of the many federal agencies located there, serves Colorado as well as parts of Wyoming and New Mexico. Albuquerque is the leading center of New Mexico, while Phoenix is the large and thriving distribution and tourist center of Arizona.

Pattern of Living

Residents in the western market area live somewhat differently than in most other areas of the United States. In the first place, owing to distances between cities and major segments of population as well as to relatively low densities of population per acre (apartment house dwellings are not characteristic of the West) people are more mobile.

Two-car families are common (California has more than 7,000,000 automobiles, or about one-ninth of the nation's), and most inter and intracity travel is by auto. Accordingly, the motel industry is a thriving and large industry. Because of the enjoyable climate in most areas, the scenic attractions and the sportsmen's activities, the pattern of living is oriented to outdoors.

For instance, in California, the most modest home has an outdoor patio and barbecue area—and these facilities are extensively used for enjoyable living. Life is generally less formal in the West; sport shirts and casual clothing are the order of the day, even in some offices. There are many variations in the pattern of living in the various areas of the Western Market.

But whether the Westerner resides in the mountainous area of western Montana, the desert area of Arizona, or in the coastal areas of California, he is enthusiastic about his physical environment and the enjoyable living that it provides. His enthusiasm is evidently shared by others throughout America, of whom some 300,000 per year are moving to California and thousands of others to other states comprising the western market.

Bigger Growth Ahead

The story is told of the visitor in Washington, D.C., who saw these words on the front of one of the government buildings: "What is Past is Prologue." Somewhat puzzled, the visitor asked his taxi driver the meaning of the statement. The driver immediately

For more facts and figures on P.A.G., talk to a P.A.G. representative today:

Petersen Publishing Company

NEW YORK: *17 East 48th Street*
CHICAGO: *360 North Michigan Avenue*
LOS ANGELES: *5959 Hollywood Blvd.*
DETROIT: *738 Book Building*
CLEVELAND: *834 Schofield Building*
SAN FRANCISCO: *155 Montgomery Street*

50,000 More Jo

THE DENVER POST

The Voice of the Rocky Mountain Empire

Denver, Colo.—Climate Capital of the World

Vol. 68, No. 51

MANY PLUS SIGNS IN GROWTH CHART

Denver Lures Mar

By WILLARD HASELBUSH
Denver Post Business News Editor

Denver is the center of America's fastest-growing market.

Colorado's capital, served by seven airlines, 80 "mainline" trucking firms, seven railroads and 158 bus arrivals and departures daily, is a major transportation center located in the middle of the western two-thirds of the nation.

A decade ago, only one out of 10 Americans lived in the 11 western states. Now it's one out of seven and the migration westward is so strong and steady the Wall Street Journal in a recent issue said both Allied and North American Van Lines report that "anything we have with wheels on it is on the highway, headed to the western states or Florida."

Nearly 6 million Americans who lived east of the Mississippi 10 years ago now live in the 11 western states. Colorado, traditional wholesale and service center for an area reaching east and west nearly 500 miles and from border to border the other way, has become a major market itself with an estimated 1959 population of 1,711,000.

The central location, the transportation facilities by four-lane highway, rail or air (two hours to either Chicago or Los Angeles via the new jet service) and Denver's warehouse facilities make Denver a natural market place.

The influx of population has given Metropolitan Denver an adequate supply of semi-skilled and unskilled male and female labor. The work force grows daily and facilities, such as those offered by Emily Griffith Opportunity School, are available to upgrade employes by training.

Typical Case

Typical of the experience of new firms moving to Denver was that of Sundstrand Turbo Division, built here by the Sundstrand Co. of Rockford, Ill., to develop and manufacture constant speed drives to generate electricity for jet aircraft and missiles.

Sundstrand spent $6 million building its plant and equipping [illegible]

A 'New City' in Six Sho

In this portion of Denver's skyline, all the numbered buildings are new in the past six years. They are: (1) The Farmers Union Building, (2) State Services Building, (3) Denver U.S. National Bank Center, (4) Petroleum Club Building, (5) Bro (to open March (8) Denver Clu Building.

Bumper Beet Crop Forecast

By DICK PROUTY
Denver Post Staff Writer

Harvesting of Colorado's $30 million a year sugar beet crop is expected to begin about Oct. 1 in the major growing areas of the state.

Farmers in northern Colorado, the Arkansas Valley and the Uncompahgre and Gunnison River Valleys near Delta are expected to harvest 2,397,000 tons of sugar beets, 25,000 more tons than last year.

Four sugar companies—Great Western, Holly, National and American Crystal — will begin operating their 13 sugar factories when there are enough harvested beets to start the continuous refining operation.

Nearly 4,000 Colorado farmers grow sugar beets. Another 4,000 workers are expected to find seasonal employment in the sugar factories as the beets are refined.

Great Western Sugar Co., the largest Colorado sugar firm, expects its factories at Greeley and Fort Morgan to begin operations Oct. 4. Plants at Brighton, Windsor, Loveland, Longmont, Ovid and Sterling will begin Oct. 5. Two plants at Johnstown will be put into operation a few days later.

Big Output

Holly Sugar Co. will start operations at Delta about Oct. 1,

Works Bill Gives State $8 Million

Colorado will receive about $8,053,500 for planning and construction of four individual projects under the revised Public [illegible] Appropriation Bill.

EXPANSION PROJECTS

Ski Industry Sp $5 Million in S

Over $5 million in new facilities ments will greet Colorado skiers whe ski season opens in the high Rockies November and Christmas, the Colorad tion Center reported Saturday.

The Center listed the following developments at five of the state's major ski areas:

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T ★★★ EDITION

5 Cents, 72 Pages

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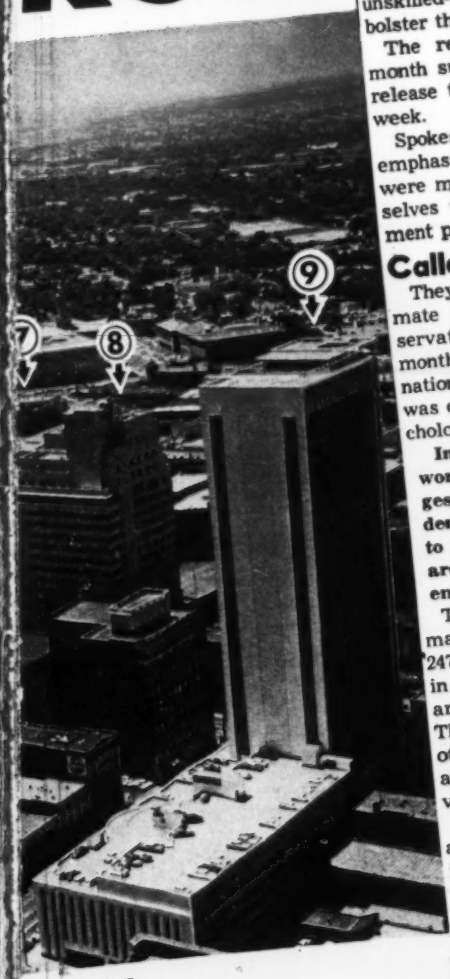

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Building, and (9

State Survey Charts Growth

By LEONARD LARSEN
Denver Post Staff Writer

Metropolitan Denver will forge ahead in industrial development and construction during the next five years, a report by the State Employment Department forecast Wednesday.

By 1964 the four-county area of Denver, Jefferson, Arapahoe and Adams will offer new jobs for an estimated 50,000 workers, the report said.

Biggest demand will be for skilled labor and in clerical and sales work. In all areas—managerial and professional, service, agriculture, semi-skilled and unskilled—new jobs will open to bolster the boom.

The report, result of a 17-month survey, is scheduled for release to the public early next week.

Spokesmen for the department emphasized that the estimates were made by employers themselves who answered a department poll begun April 1, 1958.

Called Conservative

They pointed out the job estimate was "actually very conservative" since the period 17 months ago was haunted by a national recession and "there was quite a bit of recession psychology" among employers.

In addition to the 50,000 new workers, the department suggested that other new residents would flood into the area to take up self-employment in areas not covered by state unemployment compensation.

The department report estimated that at present there are 247,623 individuals holding jobs in the four-county area which are covered by job insurance. The survey estimated that another 60,000 are self-employed and thus not included in the survey

By 1961 there will be jobs for an additional 25,000 persons and in five years 50,000 more, the report said.

High Points Listed

High points of the report revealed:

There are now 41,158 persons

State's Tax Valuations Up Sharply

The value of Colorado real property for tax purposes for the year of 1959 was set Friday at $160,752,266 above last year's assessed valuation.

The Colorado Tax Commission reported that the assessed valuation for the entire state was $3,412,169,934 this year as compared with $3,251,417,668 last year.

The county assessors' valuations amounted to $3,021,040,134, to which the tax commission added its assessment of public utilities—$391,129,800.

Denver County's assessed valuation increased by $27,294,930 over the 1958 valuation.

Suburbs Gain

After Denver County, the greatest increase in evaluations was $18.5 million for Adams County, $7.4 million for Boulder County, $13.4 million for El Paso County, $20.3 million for Jefferson County, $4.2 million for Pueblo County and $4.5 million for Weld County.

The counties showing assessment increases for tax purposes were:

Adams, Alamosa, Arapahoe, Archuleta, Baca, Bent, Boulder, Conejos, Costilla,

The new ... **which construction began in the spring of 1958, will stand 145 feet above the ground, roughly equivalent to a 15-story office building, and will house more than a dozen giant** ... **brew kettles.**

stabilize missiles in flight has been awarded a Denver firm by the Navy purchasing office in Washington, D. C.

Farmers Tool & Supply Co., 5995 Washington St., received ... **for the equipment,**

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A consignment ...
sheep by Keystone Live
stock Co., Craig, Colo., in-
cluded the one millionth
sheep to be received at
Denver Union Stock Yard
Co. this year.

Dean Preece, owner of the ... and his wife, Pearl, were ...

few papers anywhere cover their home city and trade area as effectively as the Denver Post

sell the nation's

3rd fastest growing

major market

through

one of America's

great newspapers

CIRCULATION

Evening, except Saturday . . .	**252,748**
Sunday	**339,281**
Empire Magazine and Comics.	**366,564**

A.B.C. Publisher's Statement
March 31, 1959

Editor and Publisher: PALMER HOYT
Represented Nationally by:
MOLONEY, REGAN & SCHMITT, INC.

All stories in this advertisement are reproductions of news items which appeared in regular issues of THE DENVER POST.

The best way to reach BUSINESSMEN

The Portland Daily Journal of Commerce is read every day by people who make buying decisions in these categories:

General contractors • Sub-contractors • Building Material Dealers and Distributors • Architects • Engineers • Financial Firms • Real Estate Firms • Manufacturers and Suppliers • Public Utilities • Attorneys • Logging and Lumber Firms • Machinery Dealers • Transportation Companies.

The PORTLAND
DAILY JOURNAL OF COMMERCE
711 S.W. 14th Ave.
Portland, Oregon

replied, "Oh, that's just government talk for 'You Ain't Seen Nothin Yet'."

Certainly, in the western market, the substantial past is only prologue for the great events and huge developments of the future. The fundamental forces that have doubled the market in the past 20 years will do the same during the next 20.

The 11 western states—plus Alaska and Hawaii—comprise America's biggest market. New houses, new highways, more consumer goods, new manufacturing plants, new distribution warehouses and new service agencies of all types are the order of the day in this thriving and growing market. #

Western Agencies Battle for Accounts; Are National Branch Offices in Red?

(*Continued from Page 77*)

petition for $30,000 and $40,000 accounts.

There is emphasis on departments, and complete agency facilities, and the prestige of having your account listed with the giant corporations of America. This has led, he said, to comparatively small accounts getting exaggerated ideas of what they can ask of an agency. It has made more local accounts aware of national agencies.

■ One thoughtful local agency head believes that even if all promises are not filled, and the client becomes disenchanted, he will still want the glamor of a national agency.

This kind of competition has its effect because, since there are comparatively few large accounts in the Los Angeles area, there is much sharpshooting for everything else. In a recent account change, upwards of 50 agencies made overtures for an account—over $100,000 and less than $200,000. This is a good-size account in Los Angeles, so the number of agencies competing is not surprising.

But the reason for picking the agency, a branch of a national agency, typifies what makes local agencies slightly bitter: the client told AA he knew it wouldn't always be that way, but right now he would be getting high-powered talent to work on his account. He admitted he could not expect these men to be as available if and when the agency gets other business, but he felt that they would be putting major time on the account at the outset at least, and this would be a plus he couldn't get from anyone else.

■ Losing such battles is giving local agencies a great deal to think about. One agency head said the merger earlier this month of Darwin H. Clark, basically an industrial agency, under the banner of Barnes Chase Co., may be an indication of the future for local medium-size and large agencies.

He believes such agencies may, to a degree, abandon the losing fight for consumer accounts, and go after some of the better industrial clients. He also predicted more mergers of local agencies.

Among the longer-established national agencies, operations are much the same as elsewhere except that the total operation is smaller, and promising accounts are taken on, although they have budgets less than would normally be acceptable. The largest Los Angeles agency under one roof (a branch) has about 170 people. But there aren't many very close to that. Thus, compared with Chicago and New York, specialization is hard to achieve.

■ In the strictly broadcast service offices, there is no difference between Los Angeles and New York. In television, the deadlines here are the same as in New York, one service office reported. "In this jet age, client and agency personnel from Chicago and New York are here so frequently, their intensity and urge for speed just naturally rubs off on us."

If you were to look for a common denominator among all Los Angeles agency men, it would probably be described as "the all-around adman." Without huge agency offices, and the specialization that goes with them, the Los Angeles agency man is frequently required to be knowledgeable in all phases of advertising.

To many, this emphasis on all-around has a personal appeal. There is not, it is felt, the smothering of creative work under layers of committees of specialists, or research, "that vitiates ideas." That may sound provincial elsewhere, but that's how many local admen feel.

■ Statistically, Los Angeles has been known for having more agencies than is apparently warranted by the volume of advertising here, but their number has tended to stabilize over the past several years.

California state employment figures show that at the end of the first quarter of 1959, there were eight less "advertising agencies and related services" firms (525), than in the same 1956 pe-

...LIKE CALIFORNIA *WITHOUT*
THE BILLION-DOLLAR
VALLEY OF THE BEES

✓ Actually, total effective buying income of more than $3 billion

✓ More effective buying income than Arizona and Montana combined

✓ Not covered by San Francisco and Los Angeles newspapers

The Valley of the Bees is like a state within a state, living well without regard for the seacoast. And it's bigger economically than many other states. To reach this geographical unity, use the Bees. They go home in Inland California.

Data source: Sales Management's 1959 Copyrighted Survey

• THE SACRAMENTO BEE
• THE MODESTO BEE
• THE FRESNO BEE

McCLATCHY NEWSPAPERS
NATIONAL REPRESENTATIVES... O'MARA & ORMSBEE

McClatchy gives national advertisers three types of discounts... bulk, frequency and a combined bulk-frequency. Check O'Mara & Ormsbee for details.

Think **BIG** *when you think of*

PHOENIX

Retail sales in first half of '59 were 18% over first half of '58.

And 1958 was a record year in Phoenix!

This is no one-time spurt . . . it's part of the **big** trend
which in seven years has seen food sales more than **doubled** to $179,454,000;
buying income **up 94%,** to $935,676,000; city population **tripled,** to 357,000.
You can penetrate this BUYING POWER with low-cost, one-medium coverage
that daily reaches **91.6%** of this market.
PLUS **63%** state coverage. Buy the **one** medium that does the **big** job!

Write, wire or phone Chas. E. Treat,
National Advertising Manager, Box 1950,
Phoenix, Arizona. ALpine 8-8811.

The Arizona **REPUBLIC** The Phoenix **Gazette**

Morning-Evening Combination

Represented nationally by Kelly-Smith Co.

What makes a regional magazine so forceful a sales medium?

Here are some of the reasons why Rolls-Royce and many other fine advertisers use Sunset.

1. Rolls-Royce's advertising budget for the United States is about $200,000 a year. "We have to aim at selectivity rather than saturation," says Rolls-Royce's advertising director.

2. Rolls-Royce (through Ogilvy, Benson & Mather) began its advertising in 1958 with selected newspapers and two consumer magazines – Sunset and The New Yorker. It had 755 consumer magazines to choose from.

3. Rolls-Royce sales gained 50% nationally in 1958. In California, one of Sunset's states, the gain was 80%. For the first six months of 1959, California sales were 190% ahead of 1958.

4. When the Northern California dealer sold 13 Rolls-Royces in one month, someone started a rumor that he was to be knighted. He said some buyers came with Sunset in hand.

5. While not all of Sunset's 2,000,000 adult readers buy $14,000 Rolls-Royces, practically all of them buy 39¢ cake-mix as advertised in Sunset. 637 of the 1309 advertisers using Sunset in 1958 market products at $5 or less.

6. In 1958, 24% of Sunset's families bought new cars of all makes. This is double the average for the West, which is highest in the nation. 46.5% of Sunset families own two cars. Three-car ownership is exceptionally high.

7. Sunset readers are generous consumers of gasoline. They average 15,972 car miles a year, or 44% more than the national average.

8. Sunset readers also travel more by common carrier, both in and beyond the West. Example: 3/5 of the U.S. visitors to Hawaii come from the West, but travel to Hawaii by Sunset readers is 10 times the Western average. When moon-travel begins, Sunset readers likely will be in the vanguard.

9. It's an old saying in the West that "when Sunset comes out, things happen." A Klamath River resort-owner recently received 700 telephone calls because his resort had a one-line mention in Sunset. Readers react to Sunset because it is their personal text-book of Western Living.

10. The West is not a single entity. Families in Bellevue, Washington, live differently from those in Orinda, California, San Fernando Valley or Honolulu. For 27 years Sunset has recognized these differences with three separate zone editions, changing editorial content as much as 30% in each edition.

11. Sunset is the only magazine aside from news and business publications with fully-staffed editorial offices in each of the three Western zones and Hawaii.

12. An average of more than 100 advertisers each month take advantage of the local flexibility afforded by Sunset's zone editions.

13. Sunset has 45 editors in the West and Hawaii – more than the Western editors of all major eastern-edited magazines combined. They know every nook and cranny of the area intimately, and their editing reflects it.

14. A leading Western department store executive says, "Sunset is the *only* magazine that speaks for the West, reflects its kind of living."

15. Sunset is edited for – and by – Westerners only. A Boston lady once submitted an old family recipe to Sunset. Sunset rejected it because it was not from a Western reader. She huffily wrote the publisher, "How provincial can you get?"

16. Sunset emphasizes its provincialism by charging a premium to subscribers outside its geographical territory. In the West or Hawaii, you can subscribe for 3 years for $6. If you live elsewhere, you will have to pay $12. Sunset contemplates no eastern regional edition.

17. Sunset employs no high-pressure methods to build circulation. Once each year a mail invitation is sent to customers of major department stores in the West and Hawaii. No premiums or quantity discounts are offered, yet Sunset circulation has increased 2½ times since World War II.

18. 40% of Sunset's newsstand sale is in food stores.

19. Sunset issues have long life. In 1958 readers bought 16,000 Sunset indexes so they could refer to back issues. And a tile manufacturer is still receiving inquiries from his 1948 Sunset advertisement. "How," he asked Sunset, "do we shut them off?"

20. Sunset accepts no advertising for hard liquor, tobacco, internally-taken drugs and products in many other categories. Categories not accepted by Sunset account for an estimated 50% of the annual investment in national advertising.

21. Despite the advertising it does not accept, Sunset carries more advertising than any other monthly U. S. publication except Fortune. It has ranked No. 2 for quite awhile.

22. Sunset stands back of the advertising it accepts. For example, a certain advertiser went out of business before filling a number of paid-for mail orders. Sunset reimbursed the purchasers out of its own pocket to the amount of $2700.

23. Rolls-Royce is in Sunset again in 1959. For many of the same reasons as are the 39¢ cake-mix, the Arizona guest ranch, leading banks and utilities, the airline, train and steamship, the $1795 sports car, the hi-fi record player, the floor wax, the lawn seed, the nylon carpet, the largest-selling American luxury car.

They all want their advertising dollars to exert the greatest influence on their best prospects.

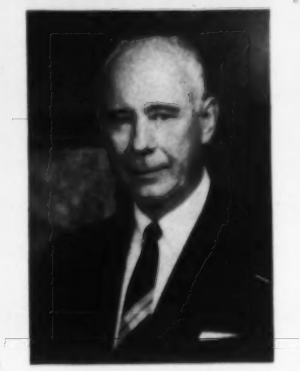
COST: A black and white page in Sunset (all 3 zone editions) costs $3770; a 4-color page, $5267. A one-column black and white costs $1260. Or, if you're reluctant to spend that much, you can advertise in Sunset Shopping Center or Sunset Travel Directory for $100 an inch. (These are 1960 rates.)

If you would like the rewarding experience of seeing results, put your story in Sunset.

THE MAGAZINE OF WESTERN LIVING **Sunset**

LANE PUBLISHING CO., MENLO PARK, CALIFORNIA

KLZ of Denver... Salutes...
A Radio-Active Business Executive



MERRIAM C. BERGER
Pres., Colo. Natl. Bank, Denver

Merriam C. Berger, the region's outstanding authority on livestock financing, who continues to serve actively in advancing this major Colorado industry, while performing the diverse duties of President of the Colorado National Bank of Denver.

September 14th of this year, The Colorado National Bank began their sixth consecutive year of sponsorship of Starr Yelland's "Inside Story", a quarter hour show heard every week night on KLZ.

Let KLZ Radio do your selling in the Denver-Rocky Mountain Area.

KLZ radio
560 KC

CBS for The Rocky Mountain Area ★ Call KATZ or Lee Fondren, Denver

riod, when there were 533.

As best can be estimated, the California state figures should be reduced by about 100 to eliminate the "related services," which include such operations as handbill distributors, outdoor companies, aerial advertising and direct mail firms.

■ A count of the agencies listed in an agency directory put out by one medium shows 359 agencies. The difference between this figure, and the some 425 agencies you get when reducing the total California state figure by 100, probably reflects what has been a problem here for years—the fringe advertising man who has a "package" of some kind, is "doing advertising" on the side, or is the friend of the top man of his client company.

It appears that agencies are getting bigger. In 1959, agency and related services employment totaled 6,700, as compared with 1956, when employment was 5,800. As best can be determined without exact breakdowns, this increase is among bona fide advertising agencies.

■ This area continues to spawn new and relatively small businesses, which have been the source both of new clients and new problems. In other parts of the country, where most desirable agency accounts have been established for many years, clients have some sophistication with respect to advertising. This often is not true here.

Established companies in the East have advertising departments to work with an agency. Many accounts here do not have an advertising department, and the agency must deal with a principal with no knowledge of advertising. There are agencies which sell the idea they will handle the function of the advertising department for clients. Under these conditions, the adman must do a continuing job of client education.

■ On the other hand, lacking a knowledge of advertising, these companies often do not know what to look for in an agency, and can fall into the hands of unqualified people. If the experience sours, there is a negative attitude toward the entire agency and advertising business, which qualified agencies must buck.

This type of "poor public relations" has been a concern of the Western States Advertising Agencies Assn. for many years. This concern is reflected in the association's major projects last year and this: public relations, media relations, business relations and government relations.

■ Among the smaller agencies, a substantial part of gross income comes from fees, because commissionable advertising just wouldn't justify the handling of most accounts. The fee principle is well established.

In practice, this can work out, as cited by one agency principal, where a client with a budget of $6,000 for advertising paid the agency $2,000 for its work. He pointed out that in this case, the client got a professional, resultful job, whereas on a commission basis, the agency could not have done a satisfactory job . . . if it wanted to operate on a sound business basis.

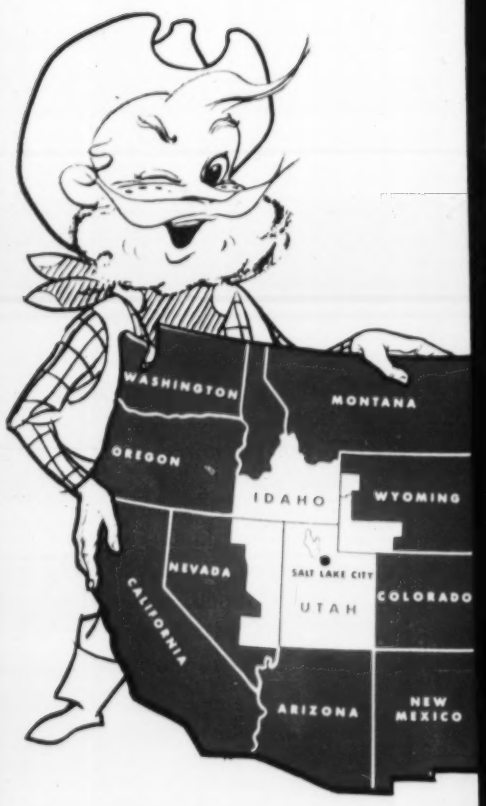
Such agencies are obviously working mainly with industrial accounts. New companies have been developing in many industries, but particularly in the aviation, electronics and missile industries. As a result of the new industries, and growth of established companies, industrial advertising has increased close to 500% in the past six years.

■ The majority of the new companies are very specialized and their greatest need is for sales literature, catalogs and booklets, which can be handled very profitably on a fee basis. Being specialized they are in effect unknown outside their industry. The publication advertising of such companies does not at all reflect their size or value as an account. The agencies with such accounts usually don't show them on account lists, and in effect hide them, to deter competition for the account.

The net of this is that a sizable number of the established smaller agencies can report a steady growth in volume and profits. #

'SEP' Promotes Two

The Saturday Evening Post has promoted two former New York salesmen, W. Donald Davison and Harry F. Decker, to associate managers of its New York sales office under Richard H. Morton, manager.



Don't leave a gap in your marketing map!

It's a mistake to think only of Salt Lake City by itself. Because it is the *only* metropolitan city between Phoenix and the Canadian border and Denver and the Pacific Coast, it is the control point and distribution center for a four-state area.

When you buy Salt Lake's two metropolitan newspapers you sell nearly a half million persons in Salt Lake City, *plus the million more throughout this outer market.*

Make No Mistake...

THERE'S MORE TO SALT LAKE THAN SALT LAKE

The Salt Lake Tribune (MORNING & SUNDAY)

DESERET NEWS AND Salt Lake Telegram (EVENING)

Represented Nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network

Inside Los Angeles there's a Hidden City* and...

A MILLION YOU'RE MISSING

if you're not in The Mirror News

Meet a Hidden City Grown-Up...

Like little girls everywhere she plays "pretend" . . . and nine times out of ten she models herself after her mother. Her mom makes an ideal model for she's probably an attractive, young woman (more than half the mothers in Hidden City are 39 or under). She has many friends to play "pretend" with too, for Hidden City parents have 428,888 children—more children per family than the homes reached by any other Los Angeles metropolitan weekday newspaper. And since children can take a healthy bite out of the family budget for clothes, toys, and food, it's a good thing Hidden City fathers are on their way up in well-paying occupations—83⅓ earn $4,000 or more. In fact, the 310,260 Hidden City families have $1½ billion to spend . . . and they spend it mostly on what they see advertised in The Mirror News. For 4 out of 5 of the million Mirror News readers take only The Mirror News as their Los Angeles metropolitan weekday newspaper.

***It's bigger than Milwaukee** . . . or Miami, Atlanta, San Francisco, Kansas City, New Orleans, Minneapolis, and a lot of other big cities you'd never dream of overlooking.

4 OUT OF 5 HIDDEN CITY FAMILIES READ NO OTHER WEEKDAY METROPOLITAN PAPER

Big Shopping Center Open

MIRROR NEWS

RECORD GROWTH SEEN IN LOS ANGELES AREA

Good Day Predicted Today

LOS ANGELES EVENING
MIRROR NEWS

Represented by O'Mara & Ormsbee,
New York, Chicago, Detroit, San Francisco

Daily on-the-spot magazine representative service for advertisers and agencies in the Pacific Northwest

FRANK J. McHUGH COMPANY

Operating Exclusively In The Expanding Pacific Northwest

CASCADE BLDG., PORTLAND 4 JONES BLDG., SEATTLE 4

PLANS—*Conference on ad plans includes (from left) Walter Terry, vp of Johnson & Lewis; ad manager Charles R. Stuart Jr., and Philip S. Hayman, assistant.*

THREE-TIME WINNER—*In the 1959 Advertising Assn. of the West ad competition, this design won three major awards—as an outdoor poster, as a car card and as a king-size transit poster.*

SAN FRANCISCO BEAT
(BUT UNBOWED)
ONE OF A SERIES OF DAYDREAMS AT GUILD, BASCOM AND BONFIGLI - ADVERTISING
SAN FRANCISCO, LOS ANGELES, CHICAGO, NEW YORK, SEATTLE
HM-MM.. FUNK OF FUNK FOODS IS VACATIONING IN TOWN..
THEY'RE THAT BOSTON OUTFIT WHO'S LOOKING FOR A NEW AGENCY!
WELL WHAT ARE WE WAITING FOR?
G.
B.
AND B.
WELCOME TO SAN FRANCISCO MR. FUNK...
G.B. AND B. AT YOUR SERVICE..
FOR A PALTRY 15%.
TOP OF THE MARK
G.B. AND B. SPECIALIZES IN FOOD ACCOUNTS YOU KNOW...
..AND OFFBEAT ADVERTISING
ALL IN GOOD TASTE, OF COURSE...
SORRY...I'M LOOKING FOR AN EASTERN OUTFIT..
WHY IF I HIRED YOU I'D BE SPENDING A THIRD OF MY TIME OUT—
..HERE!
TO A LONG AND HAPPY ASSOCIATION...
WE HATE TO THROW COLD WATER ON MR. FUNK'S PLANS. HOWEVER, IN ALL HONESTY WE MUST ADMIT G. B. AND B.'s EASTERN ACCOUNTS HAVE A HARD TIME FINDING LEGITIMATE EXCUSES FOR JUNKETS WEST. PROBABLY OUR CORPS OF AIRBORNE EXECUTIVES PLUS OUR BRANCH OFFICES ARE TO BLAME. AT ANY RATE, NEAR OR FAR OUR SERVICE IS EQUALLY FINE. JUST ASK PEOPLE LIKE:
• SKIPPY PEANUT BUTTER IN NEW YORK
• RALSTON CEREALS IN ST. LOUIS
• RIVAL DOG FOOD IN CHICAGO
• TIDY HOUSE PRODUCTS IN SHENANDOAH, IOWA
• HARRY AND DAVID IN MEDFORD, OREGON
• FARMER JOHN BACON IN LOS ANGELES
• HEIDELBERG AND CARLING BEER IN SEATTLE AND CLEVELAND
Guild Bascom and Bonfigli advertising

'Sells Loans Like Cigarets' . . .

Bank of America's $5,000,000 Ad Money Pushes Banking for Little Gu

World's Largest Bank Serves Californians, Lures Eastern Capital

By Kenneth R. MacDonald

SAN FRANCISCO, Oct. 14—The words "pioneering" and "big" are apt to predominate any conversation in which people talk about "the West"—and no Westerner can be more accurately described by these two adjectives than the Bank of America.

Founded in 1904 by A. P. Giannini, and quartered today at 300 Montgomery St., San Francisco's "Wall Street of the West," the Bank of America National Trust and Savings Assn., as it is more formally known, is the largest bank in the world and has been since 1945.

It also has become firmly established as the 20th century's foremost pioneer of new banking policies and practices, and probably of bank advertising as well.

■ When the doors to Mr. Giannini's Bank of Italy, as it was first known, opened, two years before San Francisco's catastrophic earthquake and fire, it was "the little fellow" who rushed to take advantage of the founder's then-radical concept of banking service "for the many, not only the few."

Building on the almost immediate success of this "retail" banking philosophy, Mr. Giannini, 1907, began creating the uniq branch banking system which t day, through acquisitions, me ers and new establishments, i grown into a California-wide n work of more than 650 branc in 380 communities.

Charles R. Stuart Jr.

". . . we try to get across the i pression that money isn't such bad thing, after all."

As spectacular as this has seen to other bankers, the growth h not stopped at the borders of C ifornia. The bank and its whol owned subsidiary, Bank of Am ica (International), now mainta an overseas network of 16 branch 11 representative offices, cor spondent bank relationships in v

HOOPER AND PULSE BOTH AGREE!

Colorful

CUTIE'S 3rd IN SEATTLE!

. . . as reported by both Hooper August ratings and Pulse. Here's further proof why you get LOWEST COST PER THOUSAND at 910 . . . the middle of the dial on—

KQDE SEATTLE

ALpine 5-8245, ask for Wally Nelskog, Pres., or contact FORJOE & Co. for availabilities!

BLACK MAGIC
STANLEY
SURFORM
KNOX
UNFLAVORED
GELATINE
In-Sink-Erator
Mido
SCOTT PAPER
USS
Columbia-Geneva
Steel Division
Oregon
Farmers Auto
Insurance
WHITE
KING
Saturday Review
SIESTA
Burgerbits
Orient & Pacific
LINES
M.C.P.
ART
INSTRUCTION
INC.
Betty
Crocker
SHASTA
in cans
TRAVELERS
CHEQUES
M·J·B
quick rice
CALO
Carnation
PUSS 'n
BOOTS
AMERICAN PRESIDENT LINES
Chiffon
Alpo
dog food
TERRA CRUISER
TRAILER
What is
the largest, proven
market for sales
in the West?
COLUMBIA RECORD
CLUB
ORTHO
Matson
FULLER
PAINTS · GLASS
ROYAL OAK
charcoal briquets
Jh

You can reach the largest and best audience available anywhere in Reader's Digest

Want more sales at less cost?

In the past 12 months many more advertisers have turned to the one best place for sales in the West—the 4,810,000 people reached each month by the Reader's Digest Western Edition. The extra values these advertisers get for their money can also mean extra sales for you.

Want to reach the greatest number of Western families?

Reader's Digest is bought by nearly a third of all the families in the Western Edition's coverage area— California, Oregon, Washington, Idaho, Nevada, Utah, Arizona, Alaska and Hawaii.

No other magazine in this or any other section of the country can match this Digest market penetration.

Interested in reaching the West's higher income groups?

Nearly half of all families in the West earning $7,000 or more read a single issue of the Digest. These families are the ones who earn more, buy more. Their enthusiasm for a product can insure its success.

Want to reach homeowners—car buyers?

Three-fourths of the readers of the Digest's Western Edition —3,273,000 people—live in households that own their own home. Four-fifths of them—4,290,000 people—live in households that own one or more cars. Where else can you find a better market for virtually every type of commodity a buying family wants?

Reader's Digest Western Edition offers these extra benefits to its advertisers:

1) The largest proven Western audience. It is larger than any other magazine, larger in fact than the next two magazines *combined* in the West; larger than the total of the leading daily newspapers in the *top six western markets;* larger than the average nighttime television program.

2) The largest quality audience that can be found. More people with greater spending power read the Digest than any other magazine. And you will find that the higher the income group, the greater the Digest's share of the audience.

3) Discrimination in the advertising accepted. The Digest alone of major advertising media accepts no alcoholic beverages, no cigarettes or tobacco and no patent medicines—and for any product, it accepts only advertising that meets the highest standards of reliability.

4) Belief in what the magazine publishes. Millions of people have faith in Reader's Digest, in its editorial and advertising columns alike.

take advantage of this unique group of features available only in Reader's Digest Western Edition:

4-color advertising for only 15.6% more than black and white

2-color advertising at the same cost as black and white

All advertising placed adjacent to editorial matter

Bleed-page advertising—40% more space—at no extra cost

2,050,000 circulation rate base

Here is the kind of lasting, active life your advertisement will get—through repeat exposures—in Reader's Digest

The impact of a single advertisement in Reader's Digest lasts longer than it will anywhere else. For example, your advertisement in the September issue (out August 21) "lives" through September, October . . . and receives more than 2,000,000 potential exposures in the first four days of November when it is 10½ weeks old!

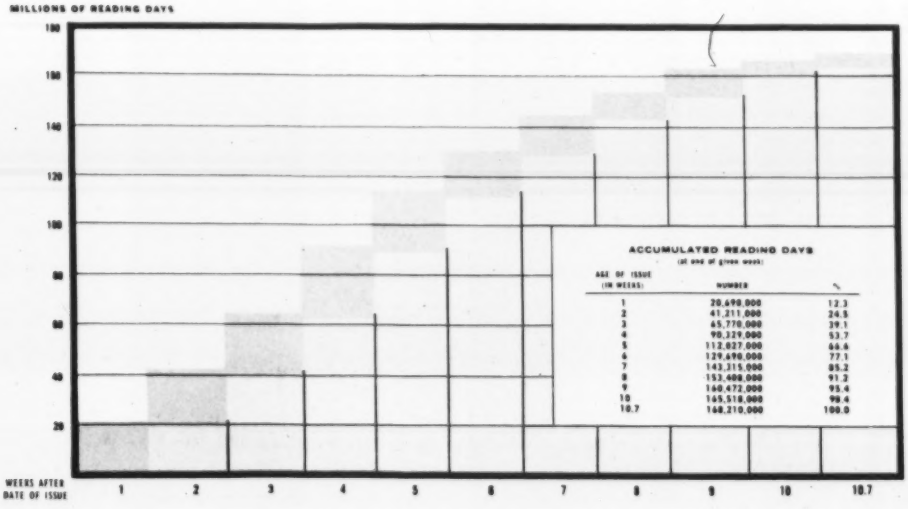
In the first week, 20,690,000 potential exposures! Reader's Digest appears on or about the 21st of each month. In the first week after publication, a single issue is picked up and read a minimum of 20,690,000 times.

In the first month, 90,329,000 potential exposures! Each issue of Reader's Digest is read by an average of 35,000,000 people. In the first month of each issue's life, people pick it up at least 90,329,000 times.

In 2½ months, 168,210,000 potential exposures! Each issue of Reader's Digest has an active reading life of 10.7 weeks—or 75 days. Politz Research shows it is read a minimum of 168,210,000 different times during this period.

Here's how Reader's Digest accumulates exposures week after week!

Your advertising in Reader's Digest gets off to a head start . . . and it *stays ahead* by an ever-widening margin. Research shows that the Digest will be picked up and read *more often during the first week of its life—and every week thereafter—than any other magazine.*



People have faith in

Reader's Digest

Largest magazine circulation in the U. S.
Over 12,000,000 copies bought monthly

tually every nation, and the facilities of Banca d'America d'Italia, with its more than 60 branches in Italy.

The bank also has representative offices in New York, Chicago, and Washington, which transact no banking business but maintain contacts with correspondent banks in the East.

■ By virtue of its size (more than $11 billion in resources) and the scope of its facilities and activities, Bank of America's marketing strategy today must embrace not only its primary area of California, but also the nation and the entire free world.

The postwar boom lifted California from a population of about 6,500,000 in 1940 to more than 15,000,000 today and retail sales have soared from less than $5,000,000,000 in 1940 to more than $35,000,000,000 last year. Just as

CHARGE—*Two-color page in newspapers was "pre-conditioner" in drive to introduce charge account plan.*

California has expanded by almost every conceivable criterion, so has the Bank of America grown, although it had already become the world's largest bank shortly after the boom began.

■ The past decade has also brought a comparable development of competition. Other branch banking systems have been established and expanded, notably the Security First National Bank of Los Angeles; American Trust Co., Crocker-Anglo Bank and the First Western Bank, all of San Francisco, and the California Bank of Los Angeles. The latter two are planning to merge.

"To meet this considerable challenge," explains Bank of America President S. Clark Beise, "we plan to continue our pioneering of new banking methods and services while following the basic precept of service for every economic level from the so-called 'little fellow' to the worldwide corporation."

■ The bulk of the advertising budget which Bank of America considers necessary to promote the marketing strategy described by President Beise on a state-wide basis is, therefore, concentrated in California. Total ad expenditures amount to about $5,000,000 annually, according to trade estimates.

Obviously, the role of mass advertiser is not new to Bank of America. Almost from its beginning, the bank has pioneered not only the offering of banking services to a mass audience, but also the use of advertising to make the offer.

To handle its advertising, the bank, in 1917, appointed the Charles R. Stuart Agency, direct ancestor of Johnson & Lewis, the San Francisco agency which now creates and places Bank of America advertising.

■ Even prior to the 1917 agency appointment, however, Bank of America advertising was a familiar sight throughout California. Over the years, the Bank of America advertising has frequently displayed bold innovations which made headlines in the advertising field to match the headlines the bank itself was making in the banking profession.

■ For example, in 1932, Bank of America conceived and organized a "Back To Good Times" campaign and backed it with an initial appropriation of $200,000. Launched with the endorsement of top California civic and political leaders, the campaign was kept rolling with newspaper, outdoor, radio and direct mail advertising.

The campaign was credited by California business leaders with having created millions of dollars in new business expenditures and the Pacific Coast edition of the *Wall Street Journal* headlined, "Giannini Scores Over Deflation."

■ In 1936, Bank of America copyrighted the name "Timeplan" for its then new instalment-loan services and began advertising this now well-known trademark in a major way.

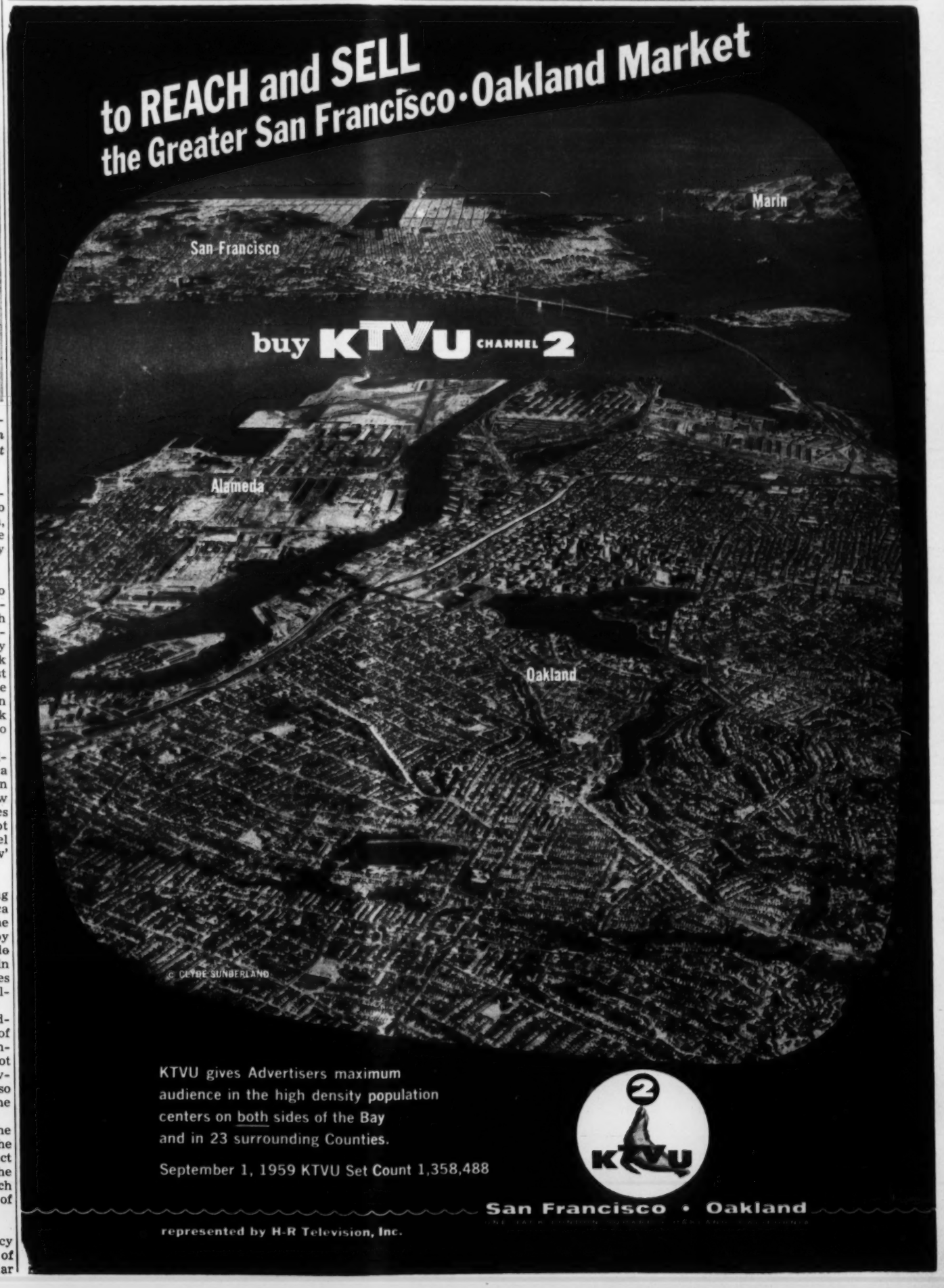
In the field of auto financing, this advertising via newspapers, radio and outdoor, prompted *American Banker* to refer to "this retailing of credit" with the editorial comment that "The Bank of America used its advertising as a straight merchandising medium. It sells 'loans' just as American Tobacco Co. sells Lucky Strikes. It never deviates and it never lets up. As a result, it is doubtful that there is a single literate person in California who has not heard of the willingness of the Bank of America to lend money."

■ Again, in 1954, Bank of America introduced a television cartoon commercial that was to win national acclaim and pioneer the successful application of "the light touch" to bank advertising.

"At that time," explained Charles R. Stuart Jr., Bank of America advertising manager, "due to a combination of circumstances, our Timeplan loan volume was decelerating at a rapid rate.

■ "Advertising was called upon to do something to stop this deceleration . . . and it did. We introduced our famous 'Strapped for Money' television commercial featuring the little man who went into the bank and asked for it by name—money—spelled m-o-n-e-y.

"Within one month so many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the Greater San Francisco·Oakland Market
Marin
San Francisco
buy KTVU CHANNEL 2
Alameda
Oakland
© CLYDE SUNDERLAND
KTVU gives Advertisers maximum audience in the high density population centers on both sides of the Bay and in 23 surrounding Counties.
September 1, 1959 KTVU Set Count 1,358,488
2 KTVU
San Francisco • Oakland
represented by H-R Television, Inc.

WORLDWIDE—*Two-color fractional pages push Bank of America's travelers cheque drive in travel magazines (left) while two-color pages in national, international magazines push worldwide service.*

people took us up on the offer, that the downtrend was halted and shortly thereafter went on to an all-time high."

■ The light-hearted cartoon approach soon was expanded to radio, transit, outdoor, newspaper and point-of-sale advertising not only for loan services but for deposit services as well, with good results.

Last year another Timeplan loan campaign featured two little green men from outer space who needed "earth-money" and got it at the Bank of America. The campaign was introduced on 24-sheet posters and, when radio commercials were added in the campaign's second month, Timeplan loan volume rose 23% in one month.

"But aside from Timeplan loans," Mr. Stuart explained, "there is practically no service of the bank that responds immediately, and visibly, to advertising. For this reason, our California budget is shaped to maintain a continuous advertising pressure throughout the year, rotating various services, month by month.

"We build our budget step by step, and service by service, to secure for each a high level of advertising impact during the entire year. When one considers the size of the budget, the number of different bank services (59 currently) and the rapid and complex expansion of the California market, one can realize just what a big job this is."

■ In the Bank of America organization its advertising department functions as a branch of the total public relations activities. The public relations and business development activities are combined under business relationships.

The over-all operations of business relationships are headed by Louis B. Lundborg, executive vice-president and a member of the bank's management committee.

Vice-President Lawrence D. Pritchard, head of public relations and business development, is responsible to the bank's management, through Mr. Lundborg, for presentation of the advertising budget and scope of the advertising program.

Charles R. Stuart Jr., as advertising manager of the bank, brings the bank's advertising talents and objectives into focus and recommends budget figures and programs designed to obtain these objectives. He is assisted in this by his staff at the head office in San Francisco and at the Los Angeles headquarters.

■ Mr. Stuart, who is the son of the founder of the Charles R. Stuart Agency, joined Bank of America in its Los Angeles headquarters immediately after his graduation from the University of Southern California.

He went through executive development training in Los Angeles for two years, and then was transferred to the advertising department in San Francisco. He became assistant advertising manager in 1954 and moved to the top post in January, 1957.

In addition to Johnson & Lewis, the bank retains the Gerald F. Thomas Agency of Fresno to handle its farm advertising, which this year is budgeted at an estimated $125,000—and Albert Frank-Guenther Law, San Francisco, for some $100,000 of financial advertising.

■ The farm and financial advertising budgets are apart from the ad budget which Johnson & Lewis supervises and expends on primary state-wide campaigns designed to promote basic banking services such as checking accounts, savings accounts and the various types of Timeplan loans.

Each of these services is promoted during specific months of the year by a schedule in outdoor, transit, in-branch displays, enclosures in statement mailings and television, radio or newspapers, or a combination of these.

"Each schedule," Mr. Stuart explained, "is, in effect, a specific advertising campaign for a specific service, with its own theme carried throughout all media used."

For example, last spring a Bank of America 24-sheet featured a little man peeking up over the bottom of the design area, wearing a bright blue hat and a whimsical expression. Copy read: "A Little Short? Get a Timeplan Loan at Bank of America."

The same copy and art was simultaneously featured in transit advertising, tv spots, in-branch displays and some publication advertising.

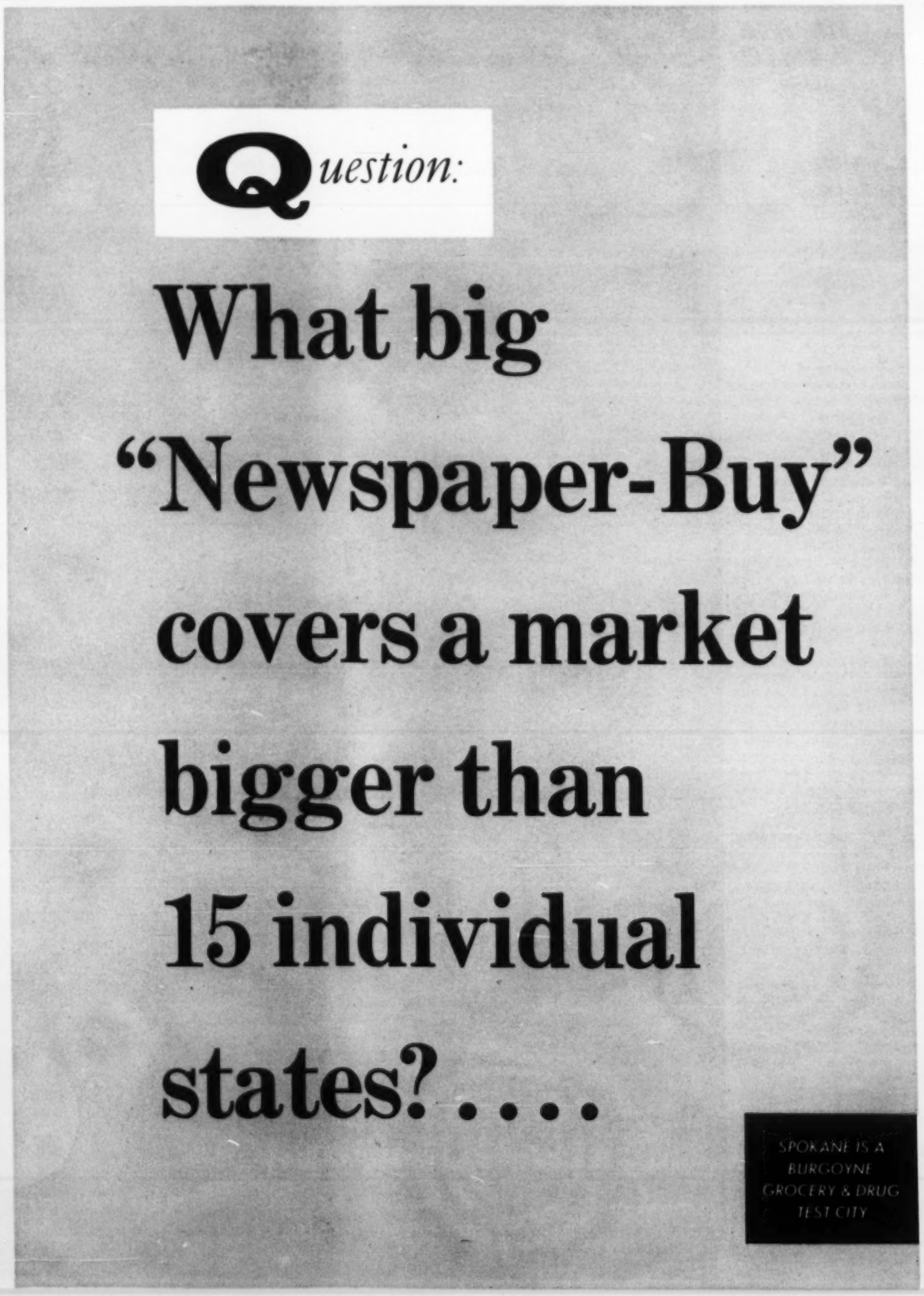
■ Said Mr. Stuart: "We are merchandising money—something that nobody has quite enough of—and something about which a number of people have strong feelings.

THE BANK OF ITALY has been, from its inception and is now, ready and anxious to make loans to people owning, or intending to build, their own homes—to the smaller mortgage borrowers who need $1000 or less. ¶ The BANK OF ITALY has built up, its present reputation, its present enormous resources, largely through catering to the small depositor—the wage earner, the producer, the small business man, the man who owns a small home or a piece of improved property, the man who is the bone and sinew of Southern California's progress. ¶ This bank has never catered to speculators. ¶ To men of the home-owning type particularly, we hold out now the opportunity to effect a loan, the opportunity to borrow money on their small holdings. ¶ And in this bank there is no need for the payment of brokers' fees or commissions, no need for working through a third party, no expenses in connection with the drawing of mortgage papers. ¶ No cost of any kind.

1913

STRAIGHT—*In 1913 this straight-from-the-shoulder newspaper ad set the long-term pace for Bank of America—service for little man.*

"So, in our advertising, we try to get across the impression that money isn't such a bad thing after all. And we try to do it with a light touch. This is important to us. We want people to know that bankers are human beings, not calculating machines.



"In short, we aim to present a favorable and consistent image of Bank of America, as friendly, approachable, human—a good place to do business. The friendly image is vital, since what we have to sell is service. And that service is sold through more than 650 outlets, packaged in a teller's smile and a branch manager's handshake."

■ The bank this year introduced a new, all-purpose credit card called Bankamericard, which permits card holders to charge goods and services bought at member stores and professional offices and to receive one bill for all of it at the end of the month from the bank. The service was announced market by market in California with full-page newspaper ads and spot radio, including off-beat commercials transcribed by the comedy team of Mike Nichols and Elaine May.

■ In 1927, Giannini's state-chartered Bank of Italy was nationally chartered and in 1930 became the Bank of America National Trust and Savings Assn. National bank statutes do not permit banks to cross state lines in their activities and all of Bank of America's domestic branches are located in California.

1932

DEPRESSION AD—*In the depths of the depression, Bank of America was a banking leader in advertising to restore confidence.*

Bank of America, however, also "wholesales" its services. Independently and on a participation basis with other banks, it accommodates major credit needs of business and industry. In addition, the bank's 25,600,000 shares of common stock outstanding are owned by more than 200,000 shareholders residing in many parts of the U.S.

■ For these reasons and because the postwar movement of population to California brought with it a growing tide of eastern business and industry, the bank in 1953 conducted a national survey of business executives, through the Gallup organization.

Despite the fact that Bank of America had been the world's largest bank since 1945, one out of each three executives surveyed were not aware of this, and one of five failed to rank the bank among the top three. One out of four held either neutral or unfavorable attitudes toward the Bank.

"We figured the time had come when national magazine advertising was important to the future growth of the bank," Mr. Stuart commented. "So we put together a campaign with two broad objectives.

"These were to pre-condition executives to turn to Bank of America when their companies moved or expanded to California and to attract the business of major industries which had traditionally sought capital in the East."

The campaign, including full-color pages showing the bank "at work" in California communities, began in 1953 with monthly insertions in the two leading weekly news magazines and semi-monthly insertions in a major monthly business magazine, a combination that covered more than 80% of the national business executive audience the bank wanted to reach.

1959

FULL COLOR—*Five-year, full-color campaign in magazines aims to attract industries that traditionally sought capital in East.*

■ After 18 months, a second Gallup poll was conducted. It showed an increase of 13 percentage points in awareness of the bank's position and in the East alone the gain amounted to 20 percentage points.

Nearly 90% of the executives surveyed named Bank of America as one of the three largest banks. The percentage which correctly estimated the bank's assets more than doubled and, omitting the neutral or "no comment" responses, there had been an increase of 11 percentage points in the size of the sample reporting favorable attitudes toward the Bank.

The campaign continued until early this year. The current campaign uses color photography, each ad picturing a Bank of America representative with a man at work in a specific field of business and presenting a strong masculine image.

In a study by *Nation's Business* this year, more U.S. business executives made favorable comments about the Bank of America than about any other bank, in three of the four survey sections. The Bank of America was rated a close second in the 4th section.

■ In 1931, the bank opened its first overseas branch in London. At the end of World War II, it began to expand its overseas facilities, opening branches in Tokyo in 1947, Manila, 1947, Kobe, 1948, Yokohama, 1948, Bangkok, 1949, Guam, 1950, Osaka, 1952, and a West End branch in London in 1952.

In 1950 the bank established its wholly owned subsidiary, Bank of America (International) with home office in New York City. This subsidiary has opened branches in Duesseldorf, 1951, Paris, 1955, Singapore, 1955, Lebanon, 1959, Guatemala City, 1957, Hong Kong, 1959, and Kuala Lumpur, Malay, 1959.

In addition, the subsidiary purchased Banca d' America e d' Italia in 1957 and now operates a network of branches in Italy.

Representative offices are maintained in Rio de Janeiro, Mexico City, New Delhi, Duesseldorf, Milan, Paris, Zurich, Buenos Aires, Beirut, Havana and Lisbon.

■ This rapid growth of overseas facilities since 1946, coupled with the considerable growth of world trade during the period, led the Bank in 1956 to initiate national and overseas advertising support for its international banking organization.

Today two international campaigns are running. One is of two-color pages, featuring a dominant photograph of a Bank of America "man-on-the-spot" in a foreign city. A red dotted circle is on the ground around the man's feet, and the signature, "Bank of America"

Answer:

they cover a market that is

4 times as big as it looks!

Spokane's two big daily newspapers cover one of the largest marketing areas in the country... a market with 1,164,900 people, more people than live in each of 15 states... a market of 36 counties whose prosperous residents earn $2 billion in net income and spend $1.3 billion at retail annually. You sell ALL of this integrated and completely isolated market—*which is 4 times as big as its metro area in population, income and retail sales*—with just one big "newspaper buy" —The Spokesman-Review and Spokane Daily Chronicle. Make sure the Spokane dailies are on your "A" schedules when selling in the Pacific Northwest.

Total Spokane Market Retail Sales $1,348,779,000
The Spokesman-Review and Spokane Daily Chronicle reach 5 out of 10 families.

Retail Trading Zone Retail Sales $783,504,000
The Spokesman-Review and Spokane Daily Chronicle reach 7 out of 10 families.

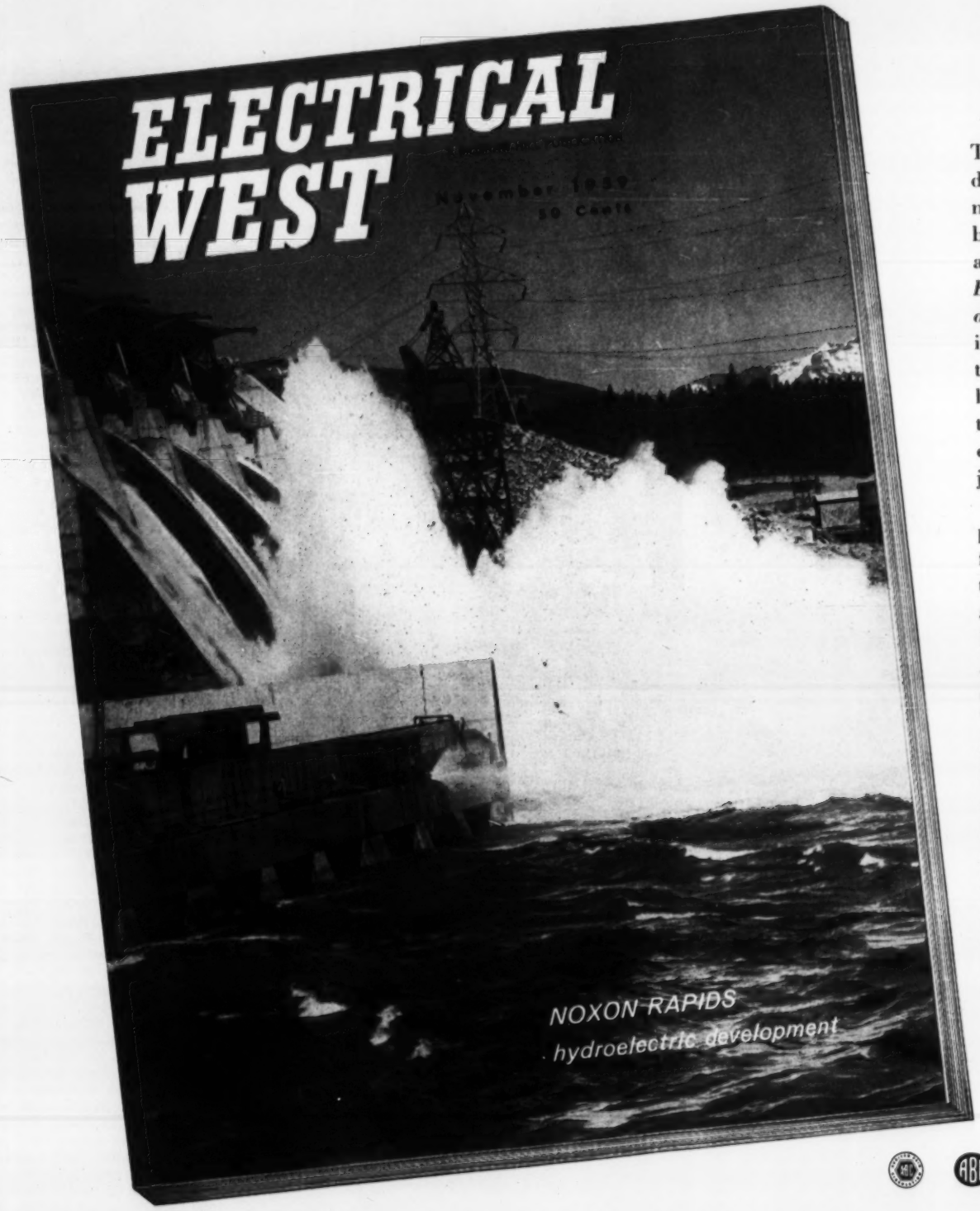
Metropolitan Spokane Retail Sales $342,344,000
The Spokesman-Review and Spokane Daily Chronicle reach more than 9 out of 10 families.

THE SPOKESMAN-REVIEW
SPOKANE DAILY CHRONICLE

Cover the Inland Empire like the sunshine

Advertising Representatives: Cresmer & Woodward, Inc. Sunday Spokesman-Review carries Metro Sunday comics and This Week magazine.

add a McGraw-Hill western to market and make your advertising



The typical western prospect has more dollars to spend on equipment you make than prospects elsewhere . . . he buys for an area growing twice as fast as the rest of the country . . . he reads *Electrical West* or *Western Architect and Engineer* with a deep and different interest than national trade publications. Combine your schedule in the leading national architectural or electrical book with the McGraw-Hill western and do a truly powerful advertising job.

Build your business faster and more profitably by taking advantage of the fantastic growth in the West. Concentrate your sales and advertising in the area whose population will increase by 15,000,000 people in the next 16 years . . . a 60.2% growth rate compared to only 28% for the rest of the country. To shelter, feed and clothe these extra millions of people will require a huge building program. To sell equipment and materials for this program will require a different sales and advertising approach. Selling out West is more highly personalized; prospects are willing to try new things. In this vast geographical area, customers and prospects are more responsive to promotional efforts because they do not see salesmen

Electrical West is read by virtually every individual with vital influence in buying over $1,000,000,000 a year of electrical power equipment. New electrical construction was 1,535,450 kw in 1956; 1,661,500 kw in 1957; 3,073,150 kw in 1958; 2,961,050 kw in 1959 and 2,361,110 kw planned for 1960.

To meet 1975 demands, the West will soon be adding the equivalent of an entire Pacific Gas and Electric Company system, the largest utility in the U.S., each year! In 1959, western power systems are building 2100 miles of transmission lines, 6600 miles of distribution lines. Transmission substation capacity being added is 3,920,000 kva; distribution substation capacity 2,450,000 kva. This means big sales for electrical power equipment manufacturers regardless of product. Advertising in *Electrical West,* you expose your sales message to over 12,500 subscribers.

The western utility market alone comprises 564 headquarters-buying organizations, including 57 investor-owned companies with 188 division offices, 138 municipal systems, 142 REA cooperatives and 39 Public Utility Districts. *Electrical West* has 3 times more circulation within this group than any other electrical magazine.

Typically, out of the 96 top executives at the headquarters of Utah Power & Light Company, 30 read no electrical trade magazine other than *Electrical West* and no other single national magazine gives more than partial coverage of the other 66. 7,862 people with strong buying influence in utilities, 1,414 electrical contractors, 542 electrical wholesalers, 549 consulting engineers and their staffs, 1,277 manufacturers and sales agents are subscribers to *Electrical West.*

ELECTRICAL WEST • WESTERN ARCHITECT & ENGINEER

penetrate the fastest growing coverage completely national

as frequently as in other regions and have to rely more on the printed word to keep informed. Considering the distances that have to be covered, a salesman working the West can only average 3 hours a day seeing customers. As the salesman's cost per call is far greater, many manufacturers rely more heavily upon distributors and manufacturer's representatives to get sales coverage of this vast geographical area. In fact, in the past two years, at least 12 national manufacturers have completely reorganized and strengthened their sales organizations for selling in the West. Advertising becomes increasingly important as an incentive for the distributor salesman to favor a particular manufacturer's product in his sales efforts.

Now, where do you advertise to best reach the widespread western prospects? The answer: In the McGraw-Hill westerns, *Electrical West* and *Western Architect and Engineer*. These books penetrate important segments of the fastest growing market as no other trade publications do. Make *Electrical West* or *Western Architect and Engineer* the *first book* in support of your western selling organization and the *second book* on your national schedule.

Western Architect & Engineer is the strongest trade publication covering the $8,000,000,000 a year western building market . . . a market representing 28.6% of the national total. At a growth rate twice that of the rest of the country, the West will have doubled its present population by 1974. Housing this increased population means building the equivalent of three new cities the size of Los Angeles with new homes costing $100,000,000,000, 1692 new elementary schools, 305 new high schools, 40 new colleges and thousands of service establishments, hundreds of shopping centers, hospitals, churches and other institutional buildings.

In *Western Architect and Engineer*, the McGraw-Hill successor to the outstanding magazine serving professional planners, designers, engineers, financiers and builders of the 13 western states since 1905, you reach the 7,200 people who control specifications and purchasing for this greatest building program in history. 54% are architects, 17% engineers, 17.9% contractors, 9% school boards, planning commissions, etc., 1% industrial and 1.1% miscellaneous. The excellent balance of this circulation is borne out by a recent study by a national architectural magazine as reported in *Industrial Marketing* of 617 distributors and representatives of 21 leading manufacturers who replied to the question, "Who do you consider the most important specifying influence for your product?" as follows: Architects 72.8%, engineers 45.2%, contractors 44.6%, building owners 31.4%.

Circulation of Western Architect and Engineer is being converted rapidly to all-paid; after only 2 McGraw-Hill issues, paid was more than 2,500 of the total 7,200 distribution.

McGRAW-HILL PUBLICATIONS · 68 POST ST. · SAN FRANCISCO, CALIF.

also is in red.

Another campaign, for Bank of America Travelers Cheques, is of two-color fractional pages in national and overseas magazines. Each ad is, in effect, a miniature travel poster, captioned with the name of a city or country and using a stylized symbol of the city or country. A typical caption: "Spain . . . via Bank of America Travelers Cheques—money only you can spend."

■ Thus, from San Francisco to Singapore, from London to Los Angeles, the Bank of America advertising speaks daily to many different audiences . . . to other bankers, to top corporate executives and to Main Street retailers, to housewives and holiday travelers, to the youngster with the school savings account and the business tycoon with two million dollars for a new plant in California.

Mr. Stuart commented:

"Bankers are noted for wanting to get their money's worth—in fact, even when they don't spend it and only lend it, they are known to say, 'What have you got for collateral?'

"Considering a banker's attitude toward money and considering the intangibles involved in this complicated business of advertising, one might wonder how the bank and advertising ever got together or how Bank of America became one of the largest advertisers in the West.

■ "The answer is rooted deep in bank history. Bank of America was founded upon the principle of making banking services available and easily accessible to millions of people who, in those days, never used a bank. To do this, the basic services of banking had to be explained to people, through advertising.

"Our early advertising was two-fisted stuff. Interest rate wars were then frequent and newspaper ads carried bank banners into battle. In 1913, for example, when a Los Angeles bank raised its savings interest rate to 5%, a Bank of America ad ran the next day with the headline, 'Safety and 4%, and note that the matter of interest comes second.'

"Since those days," Mr. Stuart concluded, "there has been a great change in advertising tactics. But, in contemporary terms, we believe our advertising is still two-fisted stuff. And our reliance on advertising has continued to grow each year." #

Auto, Outdoors Make Western Media Different

(Continued from Page 77)

keting statistics of population flow, and recognition must also be given to the inherent differences in media regionally.

In radio, for example, there are no market differences in patterns in the West, compared with the national picture, except for the fact that the western family spends more hours per day with the radio. This, of course, is reasonable inasmuch as vacation travel, patio living and use of automobiles contribute heavily to these additional radio hours.

■ One cannot pass lightly over the importance of the automobile in its contribution to the radio picture in the West. To illustrate this point, let us compare the New York and the Los Angeles city area out-of-home car radio listening.

It is quite true that the percentage or level in New York and Los Angeles is about the same. That is, at peak travel hours, approximately 25% of the automobile radios are in use. However, this raw data must be further refined.

Since the level of radio listening in automobiles is constant in New York City and in Los Angeles, let us project to the total state.

■ In New York 16,500,000 people, or 9½% of the U. S. population, account for better than 4,500,000 automobiles, while California's 14,500,000 population, or 8% of the national population, account for 6,000,000 automobiles: a 33% greater exposure-opportunity in automobile radio listeners.

Thus a qualitative factor enters the picture and suggests a media opportunity in western radio that does not exist elsewhere in the country.

■ The natural projection of our comments here on automobiles certainly applies to a medium in the West which is more vital perhaps than in any other area of the United States, outdoor advertising posters. California with its 6,000,000 passenger car registration accounts for better than 10% of the total U. S. passenger cars.

When one couples the automobile mania of the West with the under-developed public transportation systems and the highly developed freeways systems, the strong combination of these factors paints a strong picture for outdoor advertising.

■ This, of course, is without taking into consideration such vital factors as outdoor living and its many implications, all of which stem from a moderate climate. The development of the medium itself, outdoor advertising as it is known nationally today, owes many or most of its innovations to the West Coast. Certainly this is particularly true with respect to painted bulletins, where the quality of presentation we consider as standard today was not standard 15 years ago, and had its development in the greatest outdoor market in the country, Los Angeles.

All of this suggests a basic difference in living itself in the West as compared with the rest of the country. Again, the moderate climate of the West makes competition for attention particularly keen. Television suffers at the expense of the mode of living ex-

USE "THE MOST

Because here

YOU CAN GET THE MOST

MARKETING

This sales medium has set the pace for marketing maneuverability in print. You can use any number or all of its four regional editions. You can shift copy, product appeal, dealer listings... exactly as you wish, and without paying a premium. Create a sales message *today*, and you can be in print *and selling* within a few days. And no matter which edition or editions of The Wall Street Journal you use, you'll be using the medium that top executives everywhere say is "The Most Useful One" when they rate all newspapers or magazines.

YOUR CHOICE...
YOUR MARKET...
YOUR STRATEGY!

You may use all, one, or any combination of The Wall Street Journal's 4 regional editions for geographical flexibility. In addition, this publishing set-up gives you creative selling flexibility as well. You can:

Control when, where and how fast messages reach better prospects and customers.

Concentrate on one or more areas.

Time messages to regional or seasonal buying habits.

List local dealers (using same basic ad) area-by-area to speed replies.

Change copy quickly.

Test markets... and test copy before launching a bigger campaign.

Save money by getting more for each budgeted advertising dollar.

©Dow Jones & Company, Inc. 1959

perienced in the Sunset States.

An hour by hour weekly cumulative in-home-broadcast or audience done by A. C. Nielsen Co. in March, 1958, points out dramatically the variations that exist between Los Angeles and the remainder of the nation. For example, the national audience during the Monday-through-Friday period exceeds 45% of the television homes between 10 and 11 a.m., while in Los Angeles, for a comparable period, the total delivery is less than 19%. In late afternoon the national picture suggests a total Monday-through-Friday audience of almost 63% of the television homes, while in Los Angeles there is a delivery of less than 30%.

And in the all-important prime evening hours between 7 and 10 p.m., the national audience accumulates, for a seven-day period, about 94% of the television homes, while in Los Angeles the peak evening hour between 8 and 9 p.m. does not deliver more than 70% of the television homes.

Whether concerned with a national advertising program or local or regional, the media man today must take advantage of the differences that exist by media, particularly television, in the western states as opposed to the national picture. To continue, during an average television day the westerner spends four hours plus in viewing television, while the average national viewer spends six hours with the set.

This is certainly not to suggest that television in the West is not a vital medium. It is rather an indication that different buying techniques must be applied to the West in order to garner an effective television audience.

Even in magazines differences appear regionally. In the first six months of 1959 a regional, general magazine distributed primarily in the three coast states was listed in the top ten magazines in number of pages of advertising—*Sunset*. Certainly the publication to westerners is synonomous with western living. There are no other publications, regionally, of comparable authority.

It might be difficult to prove, but not illogical to assume, that the great swing in national magazines to regional editions had its conception in the western states. The growth of small industries in the West, the necessity for zeroing in on an ever growing potential market created the pressures which have caused virtually all national magazines of major circulation stature to provide tailored coverage by areas in the United States.

■ In 1952, the nationally distributed chain grocery publications were the only vehicles in the magazine field to offer regional editions. Today going down the list of books available on a western regional basis we find such books as *Better Homes & Gardens, Esquire, Life, Look, McCall's, Newsweek, Parents', Playboy, Reader's Digest*, etc.

There is a growing recognition, obviously, of the necessity for catering to the differences between the western and the national market. No one need be a sage to predict that these differences will be further recognized by all national media. The trend is here. It is only reasonable to predict that all media, including network television, must one day face these differences and provide the flexibility required. #

[For list of magazines with western editions, see next page.]

USEFUL ONE" MOST...

MANEUVERABILITY

THE WALL STREET JOURNAL.

What's News
Everywhere
...and Time After Time
Executives Say:
"THIS ONE IS THE MOST USEFUL ONE."

Published at:

Eastern Edition	Midwest Edition	Southwest Edition	Pacific Coast Edition
NEW YORK & WASHINGTON, D. C.	CHICAGO	DALLAS	SAN FRANCISCO
44 Broad St. • 1015 14th St., N.W.	711 W. Monroe St.	911 Young St.	1540 Market St.

"NATURALLY, I LISTEN TO KFWB"

"For the satisfaction I get from a perfectly tuned, precision machine that makes a winner, give me sportscar competition.

In the realm of broadcasting, that same precision . . . perfectly tuned . . . comes through to me with KFWB . . . so, naturally, I listen to KFWB. It's a winner!"

The KFWB audience gives you more men, more women, more children . . . **more everybodies** . . . than any other Los Angeles station.

Buy KFWB . . . first in Los Angeles.

Channel 98 my mommy listens to KFWB

6419 Hollywood Blvd., Hollywood 28 / HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager
JAMES F. SIMONS, Gen. Sales Manager
Represented nationally by JOHN BLAIR & CO.

Western Editions, Splits Offered by 56 Publications

The following is a list of 44 general magazines, farm and business publications publishing western editions, followed by a list of 12 such publications which offer advertisers split-runs, whereby one ad can be substituted for another of identical size in the same page location for the western part of the press run:

Aberdeen Angus Journal
American Alumni Magazine
American Fruit Grower
American Legion
American Weekly
Argosy
Arkansas Farmer
Better Farming Methods
Better Homes and Gardens
Book of Homes
Bride's
Charm
Egg Producer
Elks
Esquire
Everywoman's Family Circle
Farm Management
Household
Improvement Era*
Institutions Magazine
Life**
Living for Young Homemakers
Look
Mademoiselle
McCall's
Motor Trend
Newsweek
Oregon Grange Bulletin
Parents' Magazine
Pet Life Magazine
Playboy
Poultry Tribune
Reader's Digest
Rural Gravure
Sports Illustrated
Sunset
TV Guide
True
The Wall Street Journal
Washington Grange News
Western Farm Life
Western Livestock Journal
Woman's Day

*Although no regional edition is offered, 80% of ABC circulation is in 13 western states.

**Although not classified as regional, Life's Western Advertising Section was begun Aug. 24.

Split-Runs

The American Home
Coronet
Glamour
Good Housekeeping
House & Garden
Ladies' Home Journal
Nation's Business
Popular Mechanics
Redbook
The Saturday Evening Post
Seventeen
Time

Barron Joins Videotape

Robert M. Barron, formerly a senior assistant to the broadcast services director of General Foods Corp., has joined the sales staff of Videotape Productions, New York.

Golden West Becomes New Giant Market

(Continued from Page 77)

abandon the idea of a "temporary" western spurt and to assess the prospects of the future of this promising land. Census Bureau projections put the 1970 population of the 11 western states at 34,000,000 (up from 26,700,000 today) and the total is expected to reach 42,000,000 by 1975.

The West still poses problems, it is true, for the manufacturer or distributor who moves in. Transportation is one of these, because the population centers are farther apart in the West's wide open spaces. But the problem is lessening with the years. The cities of the West are growing fast; as more population centers of importance emerge, the distances are lessening.

■ When ADVERTISING AGE last presented a special report on the western market in 1952, there were only 35 cities of 25,000 or more within standard metropolitan areas or within counties of 50,000 or more listed in the 11 western states. In this issue AA covers 56 such cities—an increase of 21 in seven years. And in that period the number of metropolitan areas has increased from 18 to 21—with a good possibility that several more areas will become standard metropolitan areas when the 1960 census is completed, including Colorado Springs; Billings and Great Falls, Mont.; Las Vegas and Reno, Nev.; and Eugene and Salem, Ore.

Some of the cities covered have doubled or tripled their population since then—cities such as Anaheim, at 78,000, Garden Grove, 58,000, and Fullerton, exceeding 50,000, in California. San Diego, exceeding 500,000, is up 50% since 1950.

There are exceptions, such as Bremerton, Wash., where the economy is geared to the Puget Sound Navy Yard. Population of Bremerton has dropped from 33,200 in 1952 to 28,700 as the Navy Yard reduced activity after Korea. But such decreases are a very small minority, caused by special circumstances.

In the West, as in other parts of the nation, the increased mechanization of farming is furthering the movement from rural to urban areas.

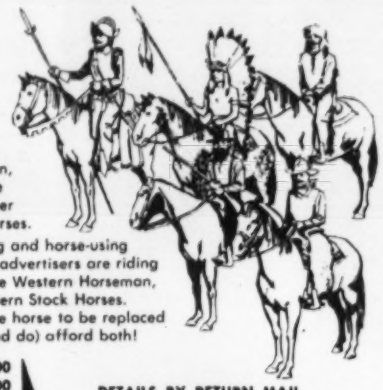
FROM SAN DIEGO—*Blasting off Cape Canaveral, Atlas missile was made by Convair division of General Dynamics, in San Diego, big missile and aircraft center of the West.*

Government activity has spurred western growth, with the establishment and expansion of missile and aircraft testing and manufacture, with attendant electronics manufacture, in addition to military establishments.

In Denver are the offices of several hundred U.S. bureaus and commissions. At Colorado Springs, nearby Fort Carson has hiked military personnel from 5,000 to nearly 15,000 since 1950, while the new Air Force Academy has been located only a few miles outside the city. In addition, the city is headquarters for many U. S. defense organizations.

At San Diego, a mammoth new Convair plant is turning out Atlas

THE WEST *Rides* FORWARD



Conquistador, Indian, Mountain Man, Cattleman, Settler, Pioneer, all were horsemen. Today's affluent westerner still rides, raises and loves good horses.

Where coverage of the cattle-raising and horse-using market is required, more and more advertisers are riding forward with consistant space in the Western Horseman, The Magazine for Admirers of Western Stock Horses. True westerners will never allow the horse to be replaced by a tractor, not when they can (and do) afford both!

ANNUAL INCOME $941,000,000
CATTLE OWNED 7,600,000
HORSES OWNED 837,228

ABC AUDITED PAID CIRCULATION — CIRCULATION 107,000 and Growing Steadily

DETAILS BY RETURN MAIL...
a WESTERN HORSEMAN
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO
TELEPHONE MElrose 3-5525

To grammarian and lawyer, Latinist and copywriter IE means:
Id Est (Latin) "That is"
—Webster

To canny advertisers seeking their rightful spot in the western market place, "I.E." means

ie < means IMPROVEMENT ERA

IMPROVEMENT ERA

The family-home magazine of the Church of Jesus Christ of Latter-Day Saints. (172,531 subscribers—ABC June, 1959)

IE — 83.4% of IMPROVEMENT ERA subscribers own their homes

IE — 89.3% of these western families live in single-family homes

IE — 91.2% of IMPROVEMENT ERA families own automobiles; 26.8% own two or more.

IE — 68.3% of IMPROVEMENT ERA subscribers have children living at home (average number of children at home is 2.9)

IE — 36.8% of IMPROVEMENT ERA families purchased some life insurance in the past two years, 21.9% expect to buy more next year.

IE — 23.4% of these prosperous westerners hope to add to or remodel their homes next year, 8% hope to build new homes.

IE IMPROVEMENT ERA—means a solid western regional market for sales and services to these consistent advertisers:

FOODS:
General Foods
Standard Brands
Carnation Company
Nalley's Products
National Biscuit Co.
Postum
Safeway Stores
Van Camp Sea Food

TRAVEL & FUELS:
Continental Oil Co.
Cunard Steamship Lines
Denver & Rio Grande RR
Phillips Petroleum
Southern Pacific RR Co.
Standard Oil of California
Union Pacific RR
West Coast Airlines
Western Pacific RR

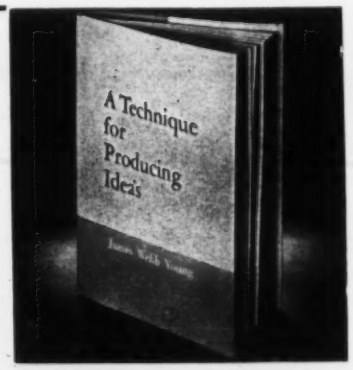
HOME, HOUSEHOLDING & BUILDING:
Baldwin Piano Co.
Bigelow-Sanford Carpet Co.
Colorado Fuel & Iron Corp.
W. P. Fuller Co.
General Electric
Hammond Organ Co.
Sears, Roebuck & Co.
U. S. Steel Corp.
Wurlitzer Organ Co.

let us tell you what IMPROVEMENT ERA will mean to you:
IE in cost-per-thousand • IE in reader loyalty
IE in unequalled merchandising support
IE in unparalleled impact in the Intermountain West

IMPROVEMENT ERA
Verl F. Scott, 50 N. Main St., Salt Lake City, Utah, Adv. Director
Townsend, Millsap Co., 110 Sutter St., San Francisco
159 S. Vermont Ave., Los Angeles—West Coast Representatives
Tyler Sangston Co., 299 Madison Ave., New York
Davis and Sons, 30 N. LaSalle St., Chicago
M. B. Bock & Associates, Baker Bldg., 7th St. and 2nd Ave., s., Minneapolis

A Technique for Producing

IDEAS



Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the *formula* which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $1.25 postpaid.

ADVERTISING AGE
200 E. ILLINOIS ST.
CHICAGO 11, ILL.

"Attention Book Department."

Of all leading news and business magazines, only Newsweek offers a Western Edition.*

Ask your agency.

The different newsweekly
for communicative people

***BUY AND PAY FOR THIS REGION ONLY:**

Alaska, Arizona, California, Western Provinces of Canada, Colorado, Hawaii, Nevada, New Mexico, Montana, Oregon, Western Texas, Utah, Washington, Wyoming.

intercontinental ballistic missiles, as related electronics and aircraft industries mushroom in the area. At Albuquerque, the Sandia Base and White Sands Proving Ground, where special weapons, missiles and rockets are tested, has stimulated the economy.

■ Manufacturing, particularly in California, has shown rapid gains. In 1900 California had 2% of the nation's manufacturing output, measured by value added to raw materials by fabricating and processing. By 1956 this ratio rose to 8%, and, because of the accelerated industrial growth since 1950, manufacturing in the past several years has expanded at a more rapid rate than population.

From 1947 to 1956, California's industrial growth as measured by employment and value added by manufacture was greater than in any other manufacturing state, although the farming and livestock states of Arizona, New Mexico, and Nevada showed larger percentage gains in their employment. During that period factory employment in the U. S. rose 20% and value added by manufacture increased 88%. The comparable figures for California were 80% for employment and 169% for value added, according to U. S. Bureau of the Census figures. Preliminary estimates of value added by manufacture in 1957 in California placed it 207% above 1947, at $12.3 billion.

■ The California Blue Book points out that since 1940, California's economic structure "has been transformed from a raw material producing economy, where agriculture, mining, forestry, and fisheries were the predominant basic industries, to one in which the value added by manufacture far exceeds the combined total value of all the products of these extractive industries."

The Census Bureau's 1956 survey of manufacture showed that in the 11 western states in that year, value added by manufacture totaled $15.9 billion, an increase of more than 11% over the previous year and largest increase of any U. S. region.

■ But despite this industrial growth, agriculture, lumber and mining are still of major importance in the West. Oregon's forests surpass that of any other state, and California's are second. Timber volume in the West totaled 273 billion cubic feet of growing stock in 1953, more than half the total of 498 billion for the entire U. S., according to the Department of Agriculture.

Farm value of 79 major crops surveyed by the Department of Agriculture totaled $3.56 billion in the 11 western states in 1957, a total surpassed by only one other region—the 12 north central states, with $7.61 billion.

The West is an important mining area. In California alone, value of mineral substances produced (chiefly petroleum) totaled $1.6 billion in 1957, compared with $855,000,000 in 1947, the California Division of Mines reported. Of the 1957 total, $1 billion was in petroleum.

■ Population and income data for each of the 11 western states are listed elsewhere in this western market section. But it is important to break down these areas further and to present basic facts about each state and its major markets in order to completely set the stage for the development of marketing plans.

ADVERTISING AGE here presents a brief picture of 34 leading markets in the West, based on government statistics. These markets comprise the 21 metropolitan areas in the 11 western states, as defined by the Bureau of the Census, plus various counties outside these metropolitan areas with a total population of 50,000 or more and a central city having at least 25,000 population. Metropolitan areas, as defined by the census, generally embrace cities of 50,000 or more population, the county containing the city, and in some cases contiguous counties which are deemed an integral part of the market.

It should be pointed out that in several instances, a metropolitan area contains more than one city of 50,000 or more, in which case the area takes the name of the largest center. Examples are Los Angeles, which embraces Alhambra, Burbank, Glendale, Long Beach, Pasadena, Santa Monica, South Gate, Anaheim, Santa Ana, Torrance, Garden Grove, Compton, Pomona, Fullerton and Inglewood, as well as Los Angeles, and San Francisco-Oakland, which also includes the cities of Berkeley, Richmond, Alameda, San Mateo and Hayward.

Los Angeles

Los Angeles and Orange Counties, California

The vast, sprawling complex that is Los Angeles and its metropolitan market is almost impossible to describe adequately. Defined by the Census Bureau as the third largest metropolitan area in the nation (behind New York and Chicago), it has grown from a population of 4,367,811 in 1950 to an estimated 6,388,700—a 46% jump. The recent estimate is by the California Department of Finance, as of July, 1958.

This remarkable growth is a continuation of marked increases in the 1940s when population of this metropolitan area rose 49.8%, whereas that of the New York metropolitan area climbed only 10.7% and that of the Chicago area by 13.9%. When the 1960 census is taken, the metropolitan area may rise to second largest in the

How to identify the electronics man

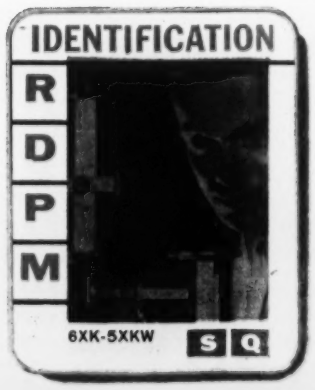


PHOTO OF PARAMETRIC AMPLIFIERS PRODUCED BY HUGHES AIRCRAFT COMPANY

A hard man to pin down, the electronics man.

He's the man you've got to reach to sell the dynamic electronics industry. His company identification badge (symbolized at right) is widely-used and an easy means of telling at a glance (by its code letters—"R", "D", "P", "M") that you may find him in Research, Design, Production, or Management.

But, whatever his department, whatever his title, the function of this engineering-trained man will involve buying and specifying electronic equipment.

One sure way to pinpoint him: he reads electronics, the only magazine that reaches these 83,000 key buyers and specifiers every week.

THE ELECTRONICS MAN "BUYS" WHAT HE READS IN...

electronics

...and the Electronics Buyers' Guide and Reference Issue

A McGRAW-HILL PUBLICATION ABC

330 West 42nd Street, New York 36, New York

nation.

■ Among the eight largest metropolitan areas—each with more than 2,000,000 inhabitants in 1950—only one even approached Los Angeles' rate of growth. That one was also in California—the San Francisco-Oakland metropolitan area, where population in 1950 was 53.3% greater than ten years previously.

Only Detroit, among the major eastern markets, was able to show as much as a 15% increase in the decade. The motor city's climb was 26.9%.

■ The two-county Los Angeles metropolitan area is an intensively developed urban area embracing 83 incorporated cities and many large unincorporated towns. Los Angeles County measures about 75 miles from north to south and about 70 miles from east to west. Orange County, directly to the south along the sea, extends about 40 miles along the coast and some 25 miles inland.

Much of Los Angeles County is mountainous. The portion at lower elevations includes the coastal plain, the San Fernando Valley and the San Gabriel Valley, and concentrated here are nearly all the cities, population, agriculture and industry of the area. Orange County, on the other hand, is an extensive citrus and truck farming area, with about three-fifths of the total area devoted to farms. But it has been taking on a more urban character than heretofore.

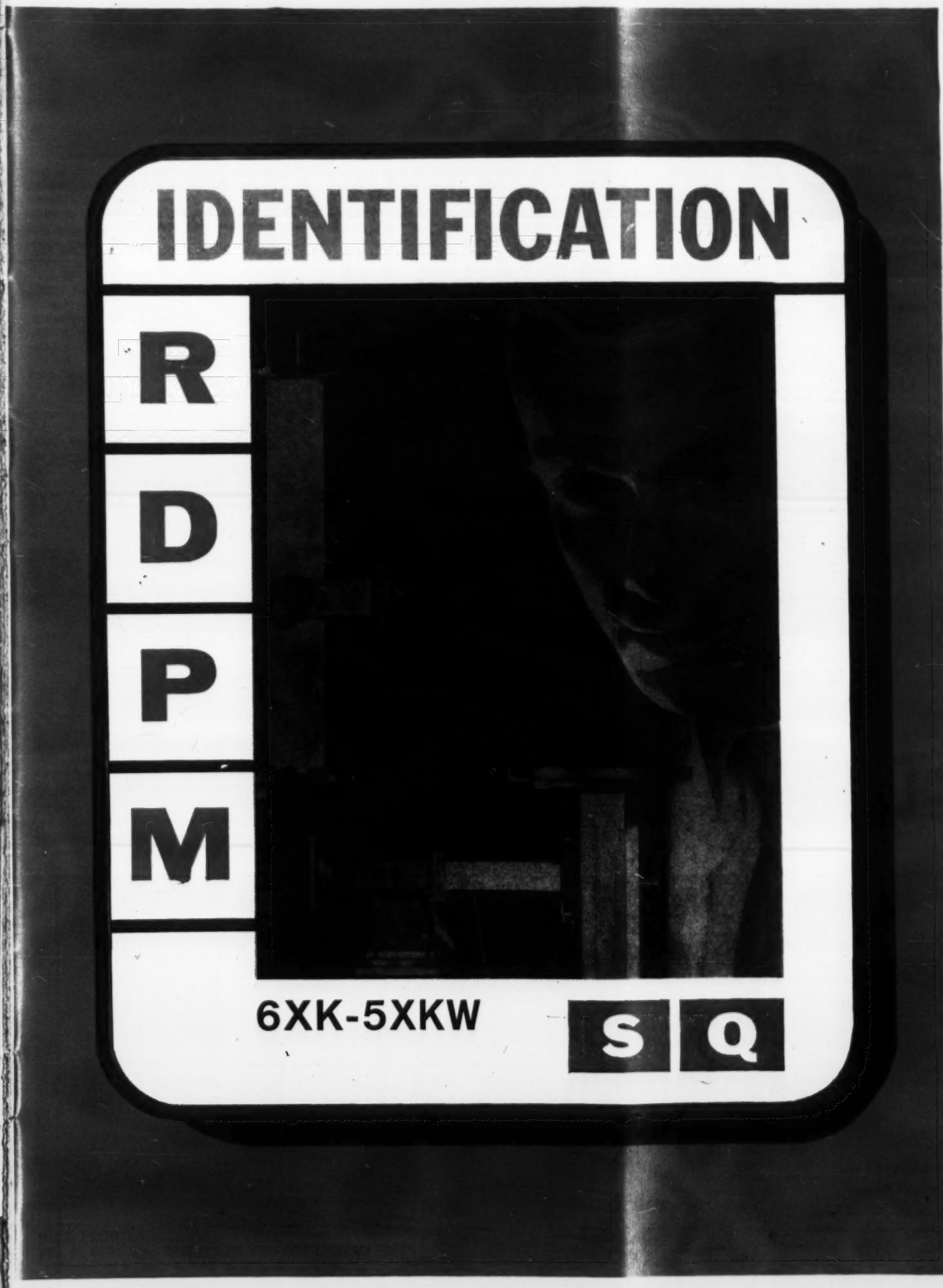
■ In 1952, in a report on the West, ADVERTISING AGE reported that Orange County had no large cities except for Santa Ana with a population of 45,000. Today the county has four cities exceeding 50,000, led by Anaheim with 78,397.

Further indication of the growth of cities in the Los Angeles metropolitan area is that since 1950 six of its cities have quadrupled population (Garden Grove, Covina, West Covina, Westminster, Buena Park and Anaheim), five have tripled (Glendora, Torrance, Palos Verdes Estates, Fullerton and San Clemente), four have doubled (La Habra, Stanton, Orange and Gardena), and 15 cities have increased population 50%.

Leading industry in the Los Angeles area is aircraft and parts manufacturing, which employs 185,200 wage and salaried workers with an average wage of $104.44 a week, followed by electrical machinery, 72,400 workers, and other machinery, 53,100 workers. Altogether the State Department of Employment showed the area employing 773,573 in manufacturing in 1957, with a payroll of $4,286,429,000.

■ The non-mountainous areas of Los Angeles County are about a fourth of the total county area, and about half of this non-mountainous area is occupied by the city of Los Angeles.

The irregularly shaped 453



CALIFORNIA

CASH FARM INCOME

3½ TIMES U. S. AVERAGE

Comparison 1959 Average (USDA)

	Realized Gross Income/Farm	Realized Net Income/Farm
U. S.	$ 8,063	$2,990
CALIFORNIA	22,667	7,548

Average Per Farm

1949	15,303	5,539
1950	16,473	5,735
1951	20,390	7,209
1952	20,846	7,523
1953	20,650	7,608
1954	20,152	6,775
1955	21,368	7,685
1956	23,056	8,411
1957	22,798	7,422
1958	22,667	7,548

California's Realized Net (Spendable) Income per farm is more than twice that of Iowa.

California Cash Farm Income $35,217,466,013 in 13 years 1946-1958

California 1958 Gross Cash Farm Income—
$2,852,792,000
Average per Farm—$22,667

CALIFORNIA FARMER covers the great 12-months-in-the-year crop-producing State of California.

Land in farms 37,800,380 acres, of which 7,048,792 are irrigated. Over 250 kinds of crops produced commercially.

California's largest, most widely read, and dominant farm paper.

Total Net paid Circulation, ABC Dec. 31, 1958 112,644

Total No. California Farms, U.S. Census of Agric., 1955 123,075

California Farmer
PACIFIC RURAL PRESS – CALIFORNIA CULTIVATOR

ESTABLISHED 1854

MEMBER
AUDIT BUREAU OF CIRCULATION

OFFICES
83 STEVENSON ST., SAN FRANCISCO 5
Ph. EXbrook 7-0115

1211 E. OLYMPIC BLVD., LOS ANGELES 21
Ph. MAdison 9-1654

Represented in the Pacific Northwest by Frank J. McHugh, 520 SW 6th St., Portland 4, Ore.

Represented Nationally by The Katz Agency, Inc., in New York, Chicago, Detroit, St. Louis, Dallas, Atlanta, Philadelphia, Syracuse.

square miles that are within the corporate limits of this unusual city extend 50 miles from the harbor area of San Pedro Bay to the northern limit of the San Fernando Valley, and 25 miles from the western beach areas along Santa Monica Bay to its eastern boundaries. Around its perimeter are such major independent cities as Long Beach, Glendale, Pasadena and numerous others, including such cities as Santa Monica, which is surrounded by Los Angeles on all but the ocean side.

Los Angeles grew largely by annexation of contiguous independent areas, and the development of urban areas linking the centers of these formerly independent areas. This is a key factor in understanding the city, since it has continued to maintain well-defined shopping, industrial and residential areas to a far greater extent than is true of most cities.

■ Partly, the development of Los Angeles as a cluster of markets, rather than as a unified single market, is due to the topography, which makes it essential for traffic flow to follow natural lines, and to the fact that the private automobile is the backbone of local transportation. Los Angeles is undoubtedly the only big city in which a breakdown of public transportation would only have a minor effect on traffic movement.

It is no accident that automobile ownership in California is extremely high, and that only six states have more autos registered within their borders than are in use in Los Angeles County—where automotive registrations totaled 2,300,000 in 1958. Automotive registrations in the two-county metropolitan area were 3,271,435 in 1957, including 2,737,539 autos and 294,176 trucks. Reliance upon private automobile transportation has done much to spur the growth of shopping centers—once a person is in an automobile and traffic moves fast (as it does over LA's elaborate highway system, including many miles of freeways), there is no objection to leaving the immediate neighborhood if there are shopping attractions elsewhere.

This has led to centers where every conceivable combination of stores may be found. By 1952 a Los Angeles Chamber of Commerce study located 120 independent shopping centers in Los Angeles County—with a shopping center defined as a place which includes a department store and/or a combination of apparel, hardware, appliance and general merchandise stores. Almost always, of course, a supermarket and drug store are included, but these latter stores alone do not qualify as shopping centers.

■ The motion picture business, once Los Angeles' trademark, is still important, especially with the upsurge of tv production, but it —along with the tourist business —is relatively minor in the economy of the area now.

Industrial growth in and around Los Angeles has been phenomenal since World War II. Although the war years spurred industry, in the postwar late 1940s new plants were built and existing plants expanded at a rate 25% greater than during the war.

■ The emergence of the Los Angeles area as a manufacturing area has been impressive. Manufacturing payrolls increased 223% between 1947 and 1956. Nearly 63% of California's manufacturing payrolls were concentrated in this area in 1956. Expansion of the electrical and electronic equipment industry has been tremendous since 1947 and payrolls in the electrical machinery group increased nearly eightfold between 1947 and 1956, when 761 establishments in that category had 66,286 employes and a payroll of $344,088,000, as reported by the State Department of Employment.

The department reported personal income in this area averaged $2,611 per capita in 1957, above the state average of $2,419. Retail sales were estimated at more than $8 billion, or $1,385 per capita in 1956.

As of last year, the metropolitan area had 63,173 retail outlets with taxable sales of $6,213,619,000. Total sales including wholesalers, contractors and hotels and other personal service establishments, rose to $9,426,512,000.

Within the Los Angeles metropolitan area, as defined by the U.S. Census Bureau, there are 15 cities, in addition to Los Angeles, which have more than 50,000 population—more than double the number of such cities reported in AA's last report on the West in 1952.

Long Beach

Largest of these independent cities in the metropolitan area is

How the West Has Outstripped the Country in Percentage of Total Income Payments

1940		1950		1958	
the 11 western states account for these percentages of total U. S. income payments:		the 11 western states account for these percentages of total U. S. income payments:		the 11 western states account for these percentages of total U. S. income payments:	
Arizona	0.32	Arizona	0.43	Arizona	0.62
California	7.43	California	8.70	California	10.29
Colorado	0.79	Colorado	0.86	Colorado	0.98
Idaho	0.31	Idaho	0.34	Idaho	0.32
Montana	0.40	Montana	0.42	Montana	0.37
Nevada	0.13	Nevada	0.14	Nevada	0.19
New Mexico	0.25	New Mexico	0.35	New Mexico	0.43
Oregon	0.75	Oregon	1.09	Oregon	1.00
Utah	0.33	Utah	0.40	Utah	0.43
Washington	1.36	Washington	1.77	Washington	1.68
Wyoming	0.18	Wyoming	0.21	Wyoming	0.19
Total	12.25	Total	14.71	Total	16.50

Source: Survey of Current Business, August 1959

WHICH IS BIGGER

500,000 or 1/2 a million ?

The population of the Long Beach City Zone exceeds them both . . . 508,369 by an actual count of noses. (We also found 10 times as many "toes's"). And in the Long Beach City Zone, only the Independent, Press-Telegram reaches 7 out of 10 families. No other daily reaches even 1 out of 10.

LONG BEACH, CALIFORNIA

Independent morning | Press-Telegram Sunday evening

Represented nationally by RIDDER-JOHNS, INC.

If you sell food products* in Oregon...

Nearly ¼ of Oregon's buying families watch KVAL-TV·KPIC-TV

The only clear picture in the Eugene-Springfield-Roseburg market is on KVAL-KPIC. One order to your Hollingbery man or Art Moore and Associates (Portland-Seattle) covers both stations.

* Oregon Food Sales $582,198,000-1958

KVAL-TV Eugene NBC Affiliate Channel 13

KPIC-TV Roseburg • Channel 4 Satellite

For GO-AHEAD results—Advertisers choose color and THE EVERETT HERALD

1st in Washington
3rd on Pacific Coast
9th in United States

The Everett Herald published more retail color advertising in 1958 than any weekday newspaper over 25,000 circulation in Washington State—only two on the Pacific Coast and only eight in the U. S. exceeded The Everett Herald's volume of retail color advertising.

Here's how the Everett Herald (ABC 28607) ranks with the Daily editions of U.S. newspapers having a circulation in excess of 25,000.

Paper	Lines of retail color advertising
1. Milwaukee Journal	883,308
2. Chattanooga News-Free Press	808,322
3. Salt Lake City Deseret News-Tel.	755,066
4. St. Louis Globe-Democrat	743,816
5. Salt Lake City Tribune	743,798
6. Palo Alto Times	718,907
7. Tucson Citizen	685,538
8. Eugene Register-Guard	672,308
9. EVERETT DAILY HERALD	670,838
10. Miami Herald	659,979

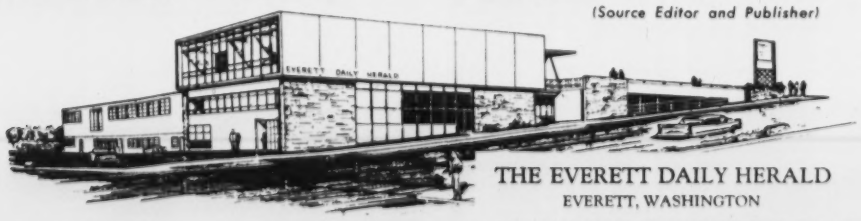
(Source Editor and Publisher)

3rd Largest Market in the Puget Sound Area

Are you represented in this progressive newspaper blanketing this steadily growing industrial market?

Represented Nationally by:

WEST-HOLLIDAY CO., Inc.



THE EVERETT DAILY HERALD
EVERETT, WASHINGTON

Award-winning Excellence in Full Color Reproduction

A Report to the TV Industry from Ampex Corporation

PACIFIC CABLE STORY TAPED IN HAWAII; OTHER NEWS

AMERICAN TRUST COMPANY, San Francisco, and Hawaiian Telephone Company, Honolulu, jointly sponsor programs in "Science in Action" series, shown here being taped in Honolulu at ABC affiliate, KHVH-TV. Mainland taping done at KRON-TV (NBC). One show, "Long Lines to Hawaii," features recent completion of trans-Pacific telephone cable. The second, "Polynesian Culture," presents remarkable cultural background of the Polynesians. McCann-Erickson, Inc. is agency for American Trust and N. W. Ayer for Hawaiian Telephone.

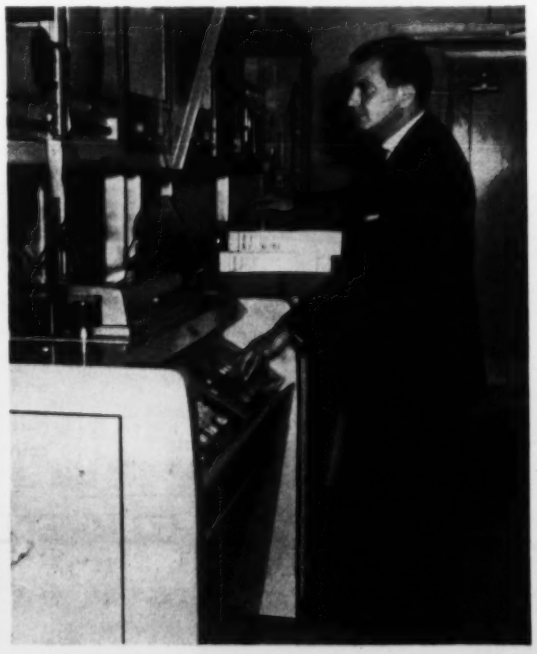
JACK LINKLETTER, JOYCE TAYLOR launch new Mobile Cruiser for CBS Television's "On the Go" program. Vehicle carries two Ampex Videotape Television Recorders allowing two programs to be taped simultaneously and tape editing and duplicating on the spot. Cruiser is 40 feet long, completely equipped with director's booth, five monitors, library, tape storage, cameras and own generator capable of lighting five story hotel. It is owned jointly by John Guedel and Art Linkletter.

CEDAR RAPIDS' new department store, Armstrong's, tapes opening tour of departments for series of 18 five-minute news-type programs to promote new store to Eastern Iowa viewers. Through local Ambro Agency, shooting was done right in store with normal store lighting in one regular business day and microwaved to WMT-TV studios and there taped on Ampex Videotape Television Recorder.

SPEEDWAY PETROLEUM tapes 5 commercials in one day using mobile taping unit to capture Detroit landmarks for road-test commercials for agency, W. B. Doner & Company. Commercials are taped from widely spaced locations using Mobile Videotape unit of Giantview Television Network, Detroit.

MISS FLORIDA contest is broadcast in Tampa 30 minutes after taping pageant in Sarasota, 45 miles away. Sponsors are Pepsi Cola Bottlers and National Auto Super Market. Tapes of first part of show were flown from mobile Ampex Videotape Television Recorders to Tampa and rushed, with police escort, to station. Taliaferro & Associates is Pepsi Agency.

STORER BROADCASTING COMPANY uses practical and economical way of reviewing broadcasting techniques of their entire network. George B. Storer, Vice President, does this via Ampex Videotape Television Recorders at directors meeting held at WJBK-TV, Detroit. Station managers and program directors see newscasts, weather shows, special programming and commercial handling techniques of their contemporaries at one time and place. Each network station presents samples of its work. After meeting, each station dubbed reels of best material submitted to take back to its own staff for study. Other stations participating are WSPD-TV (Toledo), WAGA-TV (Atlanta), WJW-TV (Cleveland) and WITI-TV (Milwaukee).



*TM Ampex Corporation

Long Beach, on the ocean south of Los Angeles. The city this year has 389,729 people and 150,791 dwelling units, as estimated by the Los Angeles County regional planning commission.

The city stretches eight miles along San Pedro Bay, and is an important resort hotel and beach amusement center, as well as an industrial city. Principal products (aside from the important Signal Hill oil field, which the city partially surrounds) are ships, automobiles and automotive parts, furniture, apparel and chemicals. Retail sales in metropolitan Long Beach totaled $2,032,813,488 in 1957.

Glendale

Glendale, contiguous to Los Angeles on the northeast, approximately eight miles from downtown Los Angeles, has a population estimated at 220,773 by the Los Angeles County regional planning commission—up from 95,702 in 1950 and 114,460 (special census) in 1957. The U.S. Census of Business for 1954 showed retail sales at $259,621,000, up from $200,891,000 in 1948.

Glendale is a trading center and manufacturing area as well as a residential city. Aircraft and aircraft parts are prominent on a diversified list of manufacturing enterprises. Electronics and aircraft parts account for 2,500 wage earners each.

Pasadena

Pasadena, also contiguous to Los Angeles on the northeast, has a population of 191,112, up from 120,114 a year ago, as estimated by the Los Angeles regional planning commission, and up from the census figure of 104,577 in 1950. The city has 1,422 retail stores with sales of $241,252,000, the 1954 U.S. Census of Business reported.

The city is primarily a residential and resort city of above-average homes, gardens and estates. It is best known nationally as the site of the annual Tournament of Roses and the Rose Bowl football game. As the home of the California Institute of Technology, Pasadena has become a center of engineering and scientific research, and much of the city's recent industrial growth has been due to the establishment there of production facilities for scientific and precision instruments, cosmetics and ceramics and other similar light manufacturing industries.

Torrance

Torrance has quadrupled its population since 1950 and a 1957 special census reported the total at 93,372. The city, 16 miles south of Los Angeles, has such major manufacturing industries as steel, aluminum, oil well machinery, and tools and plumbing and heating fixtures. Oil wells and railroad shops also are located there.

Burbank

Burbank, with a 1957 population of 90,966, as reported in a special census, is 11 miles north of downtown Los Angeles. It includes a major motion picture studio and growing aircraft and manufacturing industries, as well as a substantial residential area.

In 1950 population was 78,577. Assessed valuation of Burbank totaled $183,852,000 in 1956, up 56% in eight years. Retail sales totaled $131,487,000 for 949 retail stores in the city in 1954, the Census of Business reported.

Santa Monica

Santa Monica, on the ocean north of Los Angeles, is known primarily as a residential beach resort and resort hotel city, but its 75,132 people (reported in a special census in 1953) are also busily engaged in a variety of manufacturing enterprises, including a major aircraft assembly plant, plus a variety of light manufacturing enterprises.

Because of its predominant character as a resort city, Santa Monica population has not risen as strikingly as other cities in the area and the economy has been more stable. The 1950 population was 71,595. In 1948 it had 1,129 retail firms, 64 wholesale firms, 438 selected service trades, plus 44 hotels and 59 amusement establishments. In 1954 the larger Santa Monica Bay area, with a population of 375,901 had 1,064 retail stores with sales reported by the Census of Business at $152,616,000.

Anaheim

Anaheim, 40 miles southeast of Los Angeles, has seen its population boom to 78,397, reported in a special census last year—more than five times greater than the 1950 total of 14,556. Aircraft parts and electronics have spurred the boom, led by such companies as Northrop Aircraft, with 1,420 employes, and Hallamore Electronics Co., with 1,100 employes.

The city has 287 retail stores with sales of $93,000,000, including 46 food stores with sales of $8,079,000, as reported by the latest business census.

Santa Ana

Santa Ana, 35 miles southeast of Los Angeles and 95 miles north of San Diego, has boosted its population more than 50% to 69,345 in 1956 (special census) from 45,533 in 1950. Growth factors have included new plants built by the electronics division of Borg Warner Corp., employing 550 workers; Allstate Insurance Co., 420 workers; and Electronic Equipment Co., 380 workers.

Major industries include manufacturing, 3,150 workers with an average weekly wage of $85, and construction, 2,875 workers with an average wage of $110. The city has 800 retail stores with sales of $115,589,000, as reported by the latest business census.

FARMS, TOO—*Despite spread of missiles and other industrial plants and of residential areas, many acres in San Diego County remain planted with avocados and citrus fruits.*

Compton

Compton, which is 10 miles south of Los Angeles, has a population of 63,670 reported in a 1955 special census, up from 47,991 in 1950. The city is served by two railroads and an airport, and its chief industries are aircraft parts, oil well supplies, oil wells and light industry.

Pomona

Pomona is a citrus and industrial district 32 miles east of Los Angeles, with a population reported by a special census last year at 62,138—nearly double its 1950 population of 35,405.

Missiles are a major, growing industry, employing 6,000 workers in the city. Others are general machinery, 1,500 workers; tile, 500; pumps, 400, and paper, 400. Retail food sales total $24,989,000 and automotive sales are $22,274,000, leading all other categories.

Inglewood

Inglewood, with a 1957 population of 61,001 as reported by the latest special census, is a residential and manufacturing center ten miles southwest of Los Angeles. Population has risen from 46,185 in 1950. Principal industries are aircraft and construction, which in 1957 employed 79,121 workers with an average weekly wage of $95.

The 1954 Census of Business reported 774 retail stores with sales of $125,434,000, including 58 food stores—the largest group—with sales of $12,236,000.

Garden Grove

Garden Grove is a new city which was unincorporated and had only 3,762 people in 1950 and has mushroomed to 58,380 people, as reported in a special census in 1957. The city, incorporated in 1956, is located in a rapidly growing residential area 30 miles southeast of Los Angeles. Auto registrations total 213,968. The city is trying to attract industry and at present the major ones are rubber, building trades and small, light manufacturing.

Alhambra

Alhambra is a trading and manufacturing center six miles east of downtown Los Angeles, with a 1953 population reported in a special census at 53,558, up from 51,359 in 1950. Assessed valuation in 1956 was $83,021,000, up 47% in eight years. About 100 manufacturing establishments include large machinery, oil field equipment, foundry and metal fabricating plants, as well as a variety of lighter industries. The city was reported by the 1954 Census of Business to have 590 retail stores with sales of $117,236,000.

South Gate

South Gate, which had a 1952 population of 51,293 reported in its last special census, is located ten miles south of downtown Los Angeles, in the heart of the heavy manufacturing district. The city itself is a fast-growing manufacturing, trade and service center, with the majority of its residents being industrial workers.

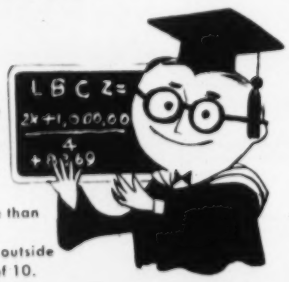
Fabricated metal products, machinery, furniture, glass, chemicals, automotive and aircraft equipment and plastics are among the products produced within its borders.

Fullerton

Fullerton has tripled population to 50,635, as reported by a special census last year, from a 1950 population of 13,958. The city, which is 25 miles southeast of Los Angeles, is a shipping point for the citrus industry and has been attracting manufacturing. Growth factors have included new plants of such companies as Hughes Aircraft Co., with 2,500 employes; Rheem Automotive, 1,000 employ-

WHICH IS GREATER

500,000 or 1/2 a million ?



Double it, add a million, divide by four, add 8,369. The result? The population of the Long Beach City Zone . . . now over half-a-million. (Answer: 508,369).

In the Long Beach City Zone, more than 7 out of 10 families read the Independent, Press-Telegram. No outside daily is read by more than 1 out of 10.

LONG BEACH, CALIFORNIA

Independent morning | Press-Telegram Sunday evening

Represented nationally by RIDDER-JOHNS, INC.

COLOR

Among the nation's leaders in color lineage last year

THE REGISTER-GUARD'S GOT IT!

Our superior color reproduction is the result of know-how and teamwork in the mechanical departments — plus plenty of experience in full color editorial art.

By reaching 9 out of 10 city zone families—7 out of 10 in Lane County—The Eugene Register-Guard can sell Oregon's 2nd market for you . . . and with the extra impact of color.

Full color, page size just $140 additional. Full color ads also available in Sunday comics.

The EUGENE REGISTER-GUARD

Represented Nationally by Sawyer-Ferguson-Walker Co.

es; and Kimberly-Clark Corp., 350 employes. Machinery manufacturing employs 4,040 people; food processing, 2,674, and electronics, 2,500.

The city has 310 retail stores with sales of $58,662,000. These include 26 food stores with sales of $15,518,000 and 50 gas stations with sales of $4,053,000.

San Francisco-Oakland

Alameda, Contra Costa, San Francisco, San Mateo, Solano and Marin Counties, California

The San Francisco-Oakland metropolitan area, as defined by the U. S. Census Bureau, embraces the six central California counties which ring San Francisco Bay and San Pablo Bay—San Francisco County (identical with the city of San Francisco), between the Pacific Ocean and San Francisco Bay; San Mateo, directly south of San Francisco on the peninsula; Alameda County, containing Berkeley, Oakland and Alameda on the eastern shore of San Francisco Bay; Contra Costa and Solano counties, to the north of Alameda County, and Marin County, across the Golden Gate from San Francisco.

The area is seventh among the eight metropolitan areas in the country with a population of over 2,000,000 in the 1950 census, and is remarkable for the fact that its population increased 53.3%, during the ten years between 1940 and 1950. Only the Los Angeles metropolitan area, with a 1940-50 increase of 49.8%, approached this rate of growth among the country's eight largest markets.

■ Important elements in fusing the economy of these counties into a truly metropolitan area are the two remarkable bridge-building feats which were accomplished in the 1930's—the Golden Gate Bridge, connecting San Francisco with Marin County to the north, across the famous entrance to San

BUY A KING-SIZE MARKET

EL PASO— CAPITAL CITY OF *The Fabulous Southwest*

EL PASO, TEXAS

The capital city and the hub of a 24 county Western Market has an Effective Buying Income in excess of

ONE BILLION DOLLARS!

Further Proof that El Paso is still on the GROW.

The El Paso Times
Morning and Sunday

El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

SAN DIEGO CALIFORNIA

ANNUAL RETAIL SALES: $1,170,045,000.00!

With 1958 retail sales totaling well over $1 billion, San Diego stands 24th among all the nation's 292 Metropolitan County Areas... outranking such markets as these:

PORTLAND, OREGON .. $1,026,175,000 **COLUMBUS, OHIO $893,467,000**
INDIANAPOLIS, INDIANA . $947,671,000 **NEW ORLEANS, LOUISIANA $888,440,000**

San Diego is the third largest market in the western states, and the fastest growing major metropolitan area in the entire country. To sell it, advertise in **The San Diego Union** and **Evening Tribune.** Combined daily circulation exceeds 200,000 (215,192 ABC 3/31/59). Facts Consolidated surveys show 84.4% readership, unduplicated.

The San Diego Union | ***EVENING TRIBUNE***

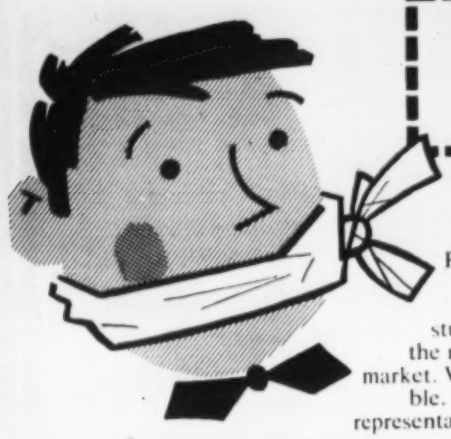
SALES ESTIMATES COPYRIGHT 1959 SALES MANAGEMENT SURVEY OF BUYING POWER

"The Ring of Truth"

COPLEY NEWSPAPERS

15 Hometown Newspapers covering San Diego, California—Greater Los Angeles—Springfield, Illinois—and Northern Illinois. Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.



if we're not running your copy, perhaps we've been remiss . . .

in Explaining The Value of Southern California's Third Largest Market; California's 4th, the Pacific Coast's 6th and the Nation's 27th metropolitan area. We've recently published a new market study on San Bernardino county, the major portion of this profitable market. We believe you'll find it valuable. Let a Cresmer & Woodward representative deliver it or write to —

SAN BERNARDINO SUN AND TELEGRAM

SAN BERNARDINO, CALIFORNIA

Francisco Bay, and the San Francisco-Oakland Bay Bridge, linking the two most important municipalities in the area across the waters of San Francisco Bay.

The six-county metropolitan area, of which San Francisco is the commercial, financial, social and cultural center, had a population estimated by the State Department of Finance at 2,709,700 in mid-1958, a 21% rise from 2,240,767 in 1950. In the nine counties adjoining the bay, known as the San Francisco Bay area, population in mid-1958 was an estimated 3,492,700, a 30% rise over 1950.

■ The San Francisco-Oakland metropolitan area is an important manufacturing, distribution, foreign trade and shipping center. California Department of Employment figures for 1957 show the area with 4,057 manufacturing establishments employing 196,230 persons and carrying a payroll of $1.08 billion. Total nonagricultural employment totaled 724,875 employes and a payroll of $3.62 billion—the latter up 71% over 1948. Biggest industry was food and kindred products with a payroll of $185,900,000. Taxable retail sales totaled $3.99 billion, up from $2.83 billion in 1950.

The city of San Francisco is a major financial, insurance, wholesaling and shipping center. The 1954 Census of Business showed the city's 10,041 retail stores chalking up sales of $1.2 billion. Growth factors include a new $14,000,000 atomic power plant built by General Electric, a new $10,000,000 Lockheed Aircraft missile plant, with 3,000 employes and a new $10,000,000 Crown Zellerbach tissue and paper napkins plant, employing 1,000.

Deposits in the city's 12 banks totaled $49.4 billion. The 1959 economic survey just issued by the San Francisco chamber of commerce showed buying income per capita in 1958 at $2,565, highest among large cities and exceeding $2,093 for California and $1,758 for the nation. Total effective buying income was $2.1 billion, up $279,000,000 over 1950.

■ Geography and topography make the city of San Francisco quite different from the conventional picture of a California city, and one of the most unusual cities in the world. Situated at the tip of the peninsula, with water on three sides and no room for expansion, San Francisco is the direct opposite of the sprawling, scattered city which is so common in the West.

The 821,000 people who live in San Francisco (up from 775,357 in 1950) are crowded into an irregular area roughly seven miles wide and seven miles long, for a total of 45 square miles. (By contrast, Los Angeles occupies slightly more than ten times this area.) They live in the most densely populated county in the state, and in one of the world's hilliest and most picturesque cities.

■ "The prevalence of apartment dwellings and multi-family flats in San Francisco is indicated by the fact that there are twice as many dwelling units as there are residential structures," says the "California Blue Book." It adds: "The average size of families is smaller than in adjoining suburban residential areas; there are larger numbers of single men and women; and a correspondingly larger percentage of the total population is gainfully employed."

The climate, too, makes San Francisco nearly unique among West Coast cities. Its fog, caused by sea breezes, is its distinguishing characteristic, appearing almost daily late in the afternoon, and usually dissipated by the morning sun. As a consequence, evenings are invariably chilly, and no San Franciscan would be without his topcoat and stout shoes. Temperatures generally are cool in summer (a temperature as high as 80 is rare) and generally warm in winter (temperature below 40 is unusual).

■ The city is an extremely cosmopolitan one, and has always been considered the business and financial center of the West Coast, as well as its most important port and leading foreign trade center. The state-owned Port of San Francisco includes 43 modern piers with 17½ miles of berthing space stretched along the Embarcadero, and facilities also include a 4½-acre foreign trade zone which facilitates imports and transshipments.

In a report on the West in 1952, AA stated:

"San Francisco is a city where the largest grocery chain has its headquarters in Oakland and a San Francisco grocery chain has

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RIVERSIDE area is now the 4th largest market
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no outlets within the city; where the 'mama and papa' bakery and grocery store still flourish and where the supermarket is the rare exception."

That statement is still largely true today and reflects the character of food retailing in San Francisco.

■ Across the bay is Alameda County, which goes back some 35 miles through rolling hills and valleys to the edge of the San Joaquin Valley. Along the bay itself an alluvial strip, ranging in width from three to eight miles, contains the cities of Albany, Berkeley, Emeryville, Piedmont, Oakland, Alameda, San Leandro and Hayward, in an almost unbroken chain of factories, waterfront industries, commercial trading centers and residential areas. These residential areas extend back to the peaks of the Berkeley and San Leandro hills, to elevations as high as 1,900 feet. Eastward beyond the hills is the Livermore Valley agricultural region, where cut flowers and nursery stock are the most important products.

Approximately in the middle of this coastal plain is the city of Oakland, county seat and the third largest city in California, with a 1958 population estimated at 405,200 by the California Department of Finance, a rise from 384,575 in 1950. Oakland is the rail head for all transcontinental railroads in the area, has well-developed port facilities, and is an extremely important manufacturing center. Although it is by no means as densely populated and as crowded for space as is San Francisco, expansion in the past decade or two has prevented any sensational industrial growth within the city.

In fact, the entire area, much like similar densely populated areas elsewhere in the nation, is experiencing its principal growth on the perimeters of the established cities, rather than within them.

Other cities within the San Francisco-Oakland metropolitan area which have populations more than 50,000 within their corporate borders include Berkeley and Alameda—previously mentioned as part of the complex of cities stretching along the bay coast in Alameda County—and Richmond, north of these cities in Contra Costa County. Two additional, fast-growing cities, which have surpassed the 50,000-population mark since AA's last report on the West in 1952, are San Mateo in San Mateo County and Hayward in Alameda County.

Berkeley

Berkeley surrounds the campus of the state university, and is primarily a cultural and residential area. Its population of 118,400, up from 113,805 in 1950, has spread across the coastal plain and high into the neighboring hills.

It has not been able to escape the increasing industrialization of the area, however, particularly in a belt of land along its waterfront, where factories and processing plants have been established in considerable numbers. Major industries are drugs-chemicals, with 2,162 wage earners, and soaps-detergents, with 1,941 workers.

Richmond

Enormous shipyards were constructed in the Richmond area during World War II, with the result that the population of Contra Costa County increased 175% in a three-year period. During the peak of their operation, about 87,000 people were employed in these shipyards. Despite the fact that this number fell sharply after the war, most of the new residents stayed and found other employment. Now, the employment curve is again on the upgrade.

The population of Richmond more than quadrupled in the 1940-1950 decade, and was 99,545 in 1950. The 1954 Census of Business reported 770 retail stores with sales of $90,839,000. Retail sales had risen to $70,110,000 in 1948 from only $9,498,000 in 1939.

Alameda

Alameda, where population rose to 70,642 in 1954 (special census) from 64,430 in 1950, is another of the bay region cities which cannot grow spectacularly because of physical limitations.

It is located on a low, sandy island about a mile wide and five and a half miles long, across a narrow estuary from that portion of the mainland occupied by Oakland, with which city it is connected by four bridges and a subway tube. In addition, more than a third of the island is occupied by federal establishments.

A $2,000,000 U. S. Naval air station, with 300 employes, recently was erected in the city. By far the largest local industry is aircraft repairs, with 7,419 wage earners averaging $107.20 a week, followed by shipbuilding, with 1,400 workers averaging $112.80 weekly. In 1954 the city had 465 retail stores with sales of $45,267,000, a Census of Business showed.

San Mateo

San Mateo, 18 miles south of San Francisco at the center of San Francisco peninsula, has hiked population to 65,999 (reported in the latest special census, for 1957) from 41,782 in 1950. Of 15 incorporated cities in San Mateo County, San Mateo is one of nine that have shown at least a 50% increase in population since 1950.

Major industries include flower growing and shipping, printing, feed, precision instruments and lumber and lumber products. The 1954 Census of Business showed 587 retail stores achieved sales of $76,210,000 in that year.

Hayward

Hayward, an industrial and agricultural center 14 miles south of Oakland and 25 airline miles southeast of San Francisco, has nearly quadrupled population since 1950. The city grew from 14,272 in 1950 to 54,789 in 1957, when a special census was taken.

By far the biggest industry is food processing, with 6,000 workers; followed by steel and forgings, 950 workers, and stone, clay and glass manufacture, 900 workers. Retail sales of 466 stores totaled $64,517,000 in 1954, the Census of Business showed.

Seattle

King and Snohomish Counties, Washington

Largest city in the Pacific Northwest, Seattle is the financial, distribution, and service center for a wide area, stretching from the Pacific Northwest states northward into Alaska.

Seattle owes its importance first to its location as an ocean port at the terminus of three transcontinental railroads. Its harbor on Puget Sound is one of the finest on the Coast and is the nearest major port to the Orient.

■ From this location also stems Seattle's importance as the wholesale and supply center for Alaska. Indeed, it was the gold rush in Alaska just before the turn of the century that brought Seattle its first really big boom. In the past 12 or 13 years, however, Portland has been making a strong bid for the Alaskan business, on behalf of its wholesalers and manufacturers. Establishment of direct water and air transportation to Alaska from Portland has enabled the Oregon city to bite off a good chunk of Alaskan business.

In earlier years, Seattle was an important center in the sawmill industry. But gradually, as the

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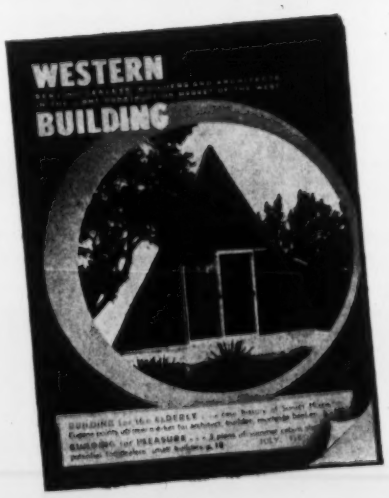

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more accessible timber has been cut off, mills have moved. The major migration has been to southern Oregon, and Oregon has replaced Washington as the No. 1 lumber-producing state, although production in Washington is still large.

The forest products industry in the area has expanded from basic lumber production to a diversified complex producing plywood, furniture and fixtures for home, school, store and office; pulp and paper products; and many specialty products unknown as recently as ten years ago—all using an ever-increasing percentage of each tree cut.

■ Indicative of the growth of new industries and the diversification that reflects the maturing of the region, fabrication of metals and machinery has grown until it outranks logging and lumbering in King County; food processing and manufacturing ranks larger than either the lumber or metal industries.

The largest single industry in the Seattle area is Boeing Airplane Co., now employing about 60,000, or more than half of all manufacturing employment in King County. Boeing employment, which fluctuates quite a little, has been rising generally but now is expected to recede gradually as the stress moves from manned aircraft to missiles. Boeing employment dropped from 67,800 in July, 1957, to 58,100 in January, 1958, rose to a peak of 73,300 last January and was 68,200 last May. Boeing is expected to remain an important support for an economy that formerly was believed too dependent on natural resources.

■ In King County, manufacturing employment stood at 113,300 last May while wholesale and retail trade, finance and insurance totaled 93,000, the Seattle Area Industrial Council reported. The latter employment is relatively steady, representing in good part service to outlying areas—for some companies only the Puget Sound area; for others, areas reaching out to Idaho and western Montana.

The climate, like that of all Puget Sound cities, is mild, both in summer and winter, tempered by movement of air off the Pacific Ocean. Tourists provide an important volume of business in summer.

■ Last May the U.S. Bureau of the Budget, Office of Statistical Standards, added Snohomish County to the Seattle standard metropolitan area. Formerly the area was composed only of King County.

Population of the metropolitan area is now 1,034,900, including 893,700 for King County and 141,000 for Snohomish County, the Washington State Census Board has reported. This is an increase from the 1950 Census Bureau figures of 844,572 for the metropolitan area (then King County only) and 111,580 for Snohomish County. Population of King County has increased 73%, or more than a third of a million, since 1940.

Population of Seattle itself in 1959 is 580,000, showing a rise from 467,591 in 1950.

■ Retail sales of the metropolitan area in 1954, Census figures show, were $1,008,056,000 (King County), including food, $220,457,000; general merchandise and apparel, $197,706,000; furniture and household appliances, $43,853,000; automotive and gas stations, $205,996,000; and lumber and building hardware, $51,473,000. At that time, Snohomish County retail sales were $123,331,000, including food, $33,278,000; general merchandise and apparel, $16,244,000; furniture and household appliances, $5,989,000; automotive and gas stations, $31,832,000; and lumber and hardware, $11,951,000.

Retail stores in King County in 1954 totaled 8,178. Establishments in the service trades totaled 5,002.

The Washington Census Board also reported that the Seattle metropolitan area has a total payroll of $1,401,753,000 or 51.5% of the entire state's total payroll, and including $1,301,255,000 for King County and $100,498,000 for Snohomish County. The manufacturing payroll for King was $550,441,000 and for Snohomish, $50,563,000.

Everett

Everett was added recently to the Seattle metropolitan area. Lumber manufacture made Everett, and now, as the Washington timber industry shifts more and more toward the manufacture of pulp and paper products, the city is in the midst of heavy industrial expansion.

Weyerhaeuser Timber Co., which already has a pulp mill at Everett, and has operated a sawmill there since 1914, started several years ago a $20,000,000 expansion, building a new mill to produce wood pulp. It is designed to operate almost entirely on wood waste and leftovers from its local sawmills and from its plant at Snoqualmie Falls, to the east. At about the same time Scott Paper Co. bought Soundview Pulp Co. in Everett, one of the largest pulp mills, and also erected its first West Coast paper mill, to turn out tissues.

Everett is a seaport on Puget Sound, about 30 miles north of Seattle. Its major shipments are products of its own manufacture—pulp, lumber, shingles, plywood, and machinery.

■ In 1950 the city had 33,849 people and 12,508 dwelling units. Today the city has increased population to an estimated 35,375, and the 1957 estimate of housing was 14,500 dwelling units. Retail sales in 1959 are estimated at $63,946,000, and the 1954 census reported them at $65,118,000, including food, $15,470,000; general merchandise, $9,190,000; furniture, $3,139,000; gasoline, $3,840,000; lumber and hardware, $4,855,000; eating and drinking places, $3,113,000; apparel, $3,702,000; automotive, $14,029,000; and drugs, $1,452,000.

San Diego

San Diego County, California

San Diego, 125 miles south of Los Angeles and about 15 miles from the Mexican border, grew spectacularly during and after World War II, and is continuing its expansion, largely because of the Korean War. The city's population increased more than 64% between 1940 and 1950, and the county of San Diego grew even more spectacularly, almost doubling its population in the ten-year period. Since 1950 the city's population has increased about 50% and the county's more than 61%.

Because it is one of the great military bases of the nation, San Diego's economy is geared, to a large degree, to international developments as they affect the armed forces. Not only are large numbers of military personnel, principally Navy and Marines, trained and based there, but a considerable segment of its industrial force is devoted to aircraft manufacture and sub-assembly.

■ Three aircraft and missile plants dominate the manufacturing field in San Diego County, with 51,000 employes. They are Convair, a division of General Dynamics (aircraft), with 24,000 employes; Convair Astronautics (missiles), 14,000 employes; Rohr Aircraft Corp. (aircraft parts), 10,000 employes; and Ryan Aeronautical Co. (aircraft), 7,000 employes.

The world's first verti-jet was built here and these companies

APPEAL—*Mountains and the outdoors attracted 4,095,000 tourists, who spent $303,562,000 last year, in Colorado. They spent an average of two days in Denver, capital and dominant city.*

are also engaged in electronic and aeronautical research. A new $40,000,000 plant is producing the Atlas intercontinental ballistic missile.

■ While the area's business is pretty definitely geared to military conditions—principally men and planes—growth of these factors has in turn induced large expansion of trade, and introduction of non-military manufacturing, such as redwood patio furniture, wooden boxes and shipping crates, upholstered furniture, machine tools, building materials, dairy equipment, etc.

New home building permits amounted to $133,000,000 in the city in 1957, ranking it sixth in the nation. They rose to $160,500,000 in 1958, and in the first half of 1959, San Diego has risen to fourth in home building permits.

Waterborne commerce moving through the city's landlocked harbor, one of the ten largest in the world, totaled 1,600,000 tons in 1956-57, an was valued at $179,000,000. Completion of a new $10,000,000 cargo terminal and admission of the port to full terminal status by the Pacific Westbound Steamship Conference last year has increased the port's importance.

■ The population of San Diego County, which the Census Bureau defines as the San Diego metropolitan area, rose from 556,808 in 1950 to 897,600 in 1957, as reported in a special census. And in 1958 the California director of finance estimated the total at 943,000.

Personal incomes in the metropolitan area rose from $923,599,000 in 1950 to $1,890,049,000 by 1956. Wholesale trade increased from $259,926,000 in 1948 to $411,945,000 in 1954, the Census of Business showed. Retail sales rose from $610,509,000 in 1950 to $963,393,000 in 1956. The 1956 total included the food group, $236,245,000; eating and drinking places, $69,495; general merchandise $98,577; apparel, $52,309,000; and automotive, $169,149,000.

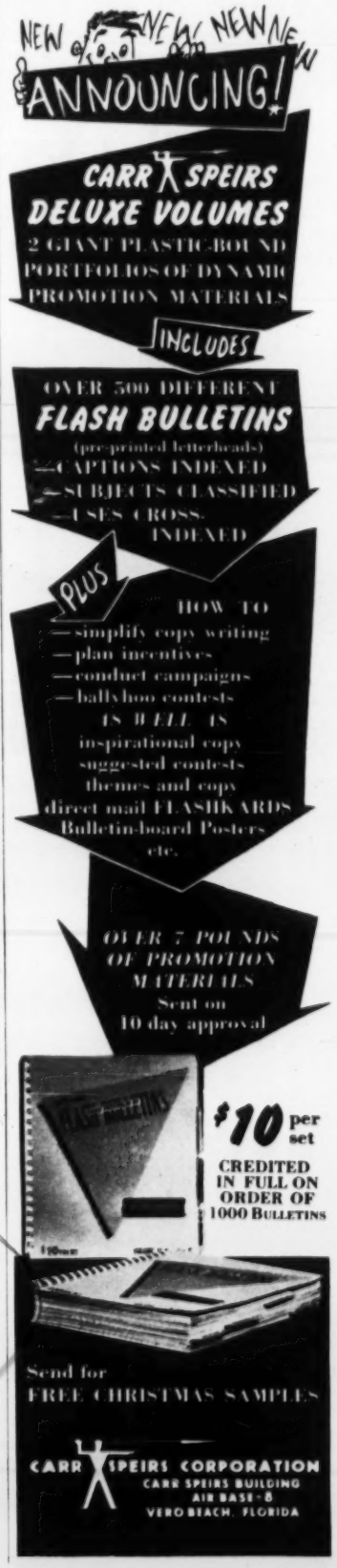
■ Population of the city of San Diego rose from 334,387 in 1950 to 494,201 in 1957, when a special census was taken. And this year the California director of finance estimates the city's population at 554,000.

Retail sales in the city, for its 3,835 stores in 1954, totaled $527,079,000, including food, $106,562,000; general merchandise, $72,956,000; furniture, $35,021,000; and gasoline, $34,603,000.

Denver

Adams, Arapahoe, Boulder, Denver and Jefferson Counties, Colorado

Denver is the capital of Colorado and the dominant city in a vast, although relatively sparsely settled area, extending approximately 500 miles in all directions, within which there is no other



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Located at the western extremity of the great plains, and at the foot of the Rocky Mountains, the city is the administrative, financial, commercial and industrial metropolis of the mountain states. Settled at an altitude of approximately 5,200 feet, the city originally gained considerable attention as a health resort, because of its low humidity and high percentage of sunshine. It is far more important now, however, as a tourist center and point-of-passage for the burgeoning mountain tourist business.

■ The city is an important manufacturing city in its own right, and in addition is the administrative center for the area's important metal mining, coal, beet sugar and other industries. Its stockyards are extremely important, it is the distributing center for the automobile industry in the mountain states, and it is an important insurance center.

In addition, Denver houses ten departments of the federal government, represented by several hundred bureaus and commissions —more than in any other city outside Washington, D. C. One of the three federal coinage mints is located there.

■ Distance from the manufacturing centers of the East forced Denver to develop industries to supply the needs of mining and frontier population for wagons and harnesses, mining machinery, meat, flour and other necessities. On this foundation, utilizing the raw materials in its vicinity, the manufactures of the city grew. And the necessity for supplying all needs of the pioneering population probably helps explain why Denver's manufacturing is highly diversified, rather than concentrated in any particular line.

The Denver metropolitan area, as defined by the U. S. Census, embraces Denver County (which is identical with the city), Adams and Arapahoe Counties to the east, north and south, and Jefferson County to the west. In addition, Boulder County became a part of the metropolitan area last Jan. 1. It is contiguous to Jefferson and Adams counties on the northwest.

■ Of the 168 standard metropolitan areas, the Denver area ranks 25th. Of these top 25 only two have exceeded Denver in population growth since 1950—San Diego and Houston, both in the West. The Denver metropolitan area rose from 563,832 in 1950 to an estimated 850,250 in 1959. Number of families rose from 171,996 in 1950 to 239,000 in 1958. In the same period, passenger car registrations rose 66% from 188,353 to 312,708, and total employment rose 38% from 221,700 persons to 307,000 persons. And the number of retail and wholesale establishments rose 22% from 10,784 to 13,203.

Value added by manufacture increased 70% to $311,545,000 from 1950 to 1954. And from 1950 to 1958 manufacturing employment increased 44% to 36,164 workers, contract construction rose 101% to 20,400 workers and the number of federal, state and local employes rose 68% to 50,400.

■ Denver's tourist business is brisk. Colorado University's bureau of business research reported 4,095,000 tourists visited Colorado, spending $303,562,000, in 1958, and 2,800,000 of them stayed an average of two days in Denver, spending $61,000,000. The same year 250 conventions held in Denver attracted 107,000 delegates who spent $12,000,000.

In retail trade in the metropolitan area, 4,244 establishments chalked up sales of $852,274,000 in 1954, the Census of Business reported. Some 619 food stores had sales of $187,300,000; 263 passenger car and other types of automotive dealers had sales of $169,915,000; and 132 stores in general merchandise sold $110,892,000.

For the city itself population has risen to an estimated 531,750, up 28% from 415,786 in 1950. Housing units have risen 30% to 169,905 from 133,690 in 1950, while families have increased in number by 29% to 167,400. The 1954 Census of Business showed 4,464 retail stores had sales of $191,384,000. By categories, 776 food stores had sales of $137,999,000; 114 stores in general merchandise had sales of $101,810,000; and 259 automotive stores showed sales of $135,168,000.

Portland

Clackamas, Multnomah and Washington Counties, Oregon, and Clark County, Washington

Portland is the commercial and industrial capital of Oregon, and

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it is the distribution and financial center for an even wider area.

■ Like Seattle, its major rival, Portland is a seaport and rail terminal. Portland in recent years has grown in importance as distributing point for the Pacific Northwest. Its location on the Columbia River makes it the logical point for handling river trade, notably the down-river movement of grain from Inland Empire farms of Oregon and Washington, moving across the Pacific Ocean. Last year, for example, Portland set a new record in the volume of grain exported.

Portland also is in position to reach well into southern Washington state with distribution of merchandise. For example, goods shipped in car-lot from California manufacturers can be warehoused in Portland and then trucked to retail outlets north about as far as Olympia, Wash., on the southern tip of Puget Sound, before meeting competition of similar California merchandise moving south from Seattle warehouses.

■ This competitive advantage is now being pushed hard by Portland, recognizing the fact that Portland is nearer the geographical center of the Pacific Northwest than Seattle or Tacoma. This fact has contributed, for example, to the establishment here of such branch manufacturing operations recently as the plant of American Can Co. turning out fibre milk containers for the Pacific Northwest, and W. J. Voit Rubber Corp. of Los Angeles in opening a manufacturing plant producing camelback and tire repair materials, to cite two examples.

As with other cities west of the Cascades, the climate is mild summer and winter. Tourist travel is an important industry for the city and the state.

■ The Portland metropolitan area is defined by the Census Bureau as embracing Clackamas, Multnomah and Washington Counties, Ore., and Clark County, Wash. Population of the area now stands at 835,400, the Oregon board of census reported, up 18.5% from 704,829 in 1950.

The metropolitan area's substantial manufacturing activity is reflected in the 1954 Census of Business, which showed 1,799 manufacturing plants employing 56,599 workers in the area; value added by manufacture totaled $453,655,000.

■ The leading industry is the food industries group, with 228 plants employing 9,996 workers. Lumber and wood products employed 8,821 workers. In printing and publishing, 174 plants employed 3,274 workers, while 154 machinery plants employed 2,975 workers, not counting 25 plants making electrical machinery and employing 1,088 workers. Shipbuilding and electronics also are important in the metropolitan area.

For the city of Portland population was reported by the Oregon board of census at 402,300 last year, a 7.7% rise from 373,628 in 1950.

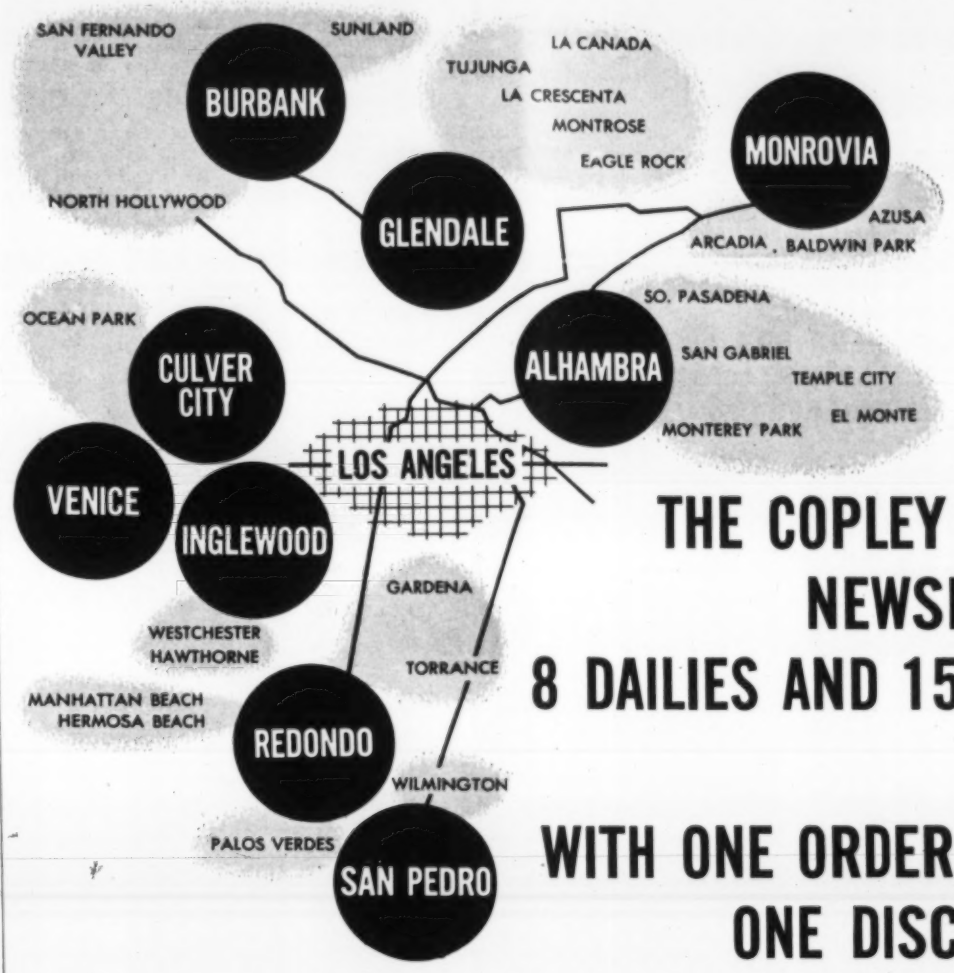
■ The 1954 Census of Business showed 5,308 retail stores in Portland registered sales of $674,783,000, and in 1957 sales were estimated at $1,028,701,000. The number of retail stores and amount of sales by category in 1957 included food, 1,020 stores ($257,423,000); general merchandise, 150 stores ($171,188,000); automotive, 271 outlets ($193,112,000); gasoline, 603 outlets ($71,568,000); lumber-hardware, 253 stores ($56,341,000); eating-drinking, 1,171 stores ($73,674,000); apparel, 304 stores ($46,973,000); and drugs, 169 stores ($26,390,000).

San Bernardino

San Bernardino and Riverside Counties, California

San Bernardino is about 70 miles almost due east (and across the coast range) from Los Angeles, in the southwest corner of the county by the same name—the largest county in area in the U. S.

Some 92% of the county's area is desert, but the southwest corner is part of the fertile valley and foothill citrus region which extends westward to the outskirts of Los Angeles. San Bernardino County is heavily agricultural, and farm acreage has increased markedly since the war. Emphasis has shifted from citrus fruits, once the mainstay and still a leader, to poultry production, which surpasses citrus fruits, and to the



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- Lennox Citizen
- Westchester Citizen

MONROVIA DAILY NEWS-POST
- Monrovia-Duarte News Advertiser

SOUTH BAY DAILY BREEZE
(Redondo Beach, Hermosa Beach, Manhattan Beach)
- South Bay Breeze Advertiser
- South Bay Breeze Peninsula Advertiser

SAN PEDRO NEWS-PILOT
- San Pedro News-Pilot Advertiser

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To invade the sprawling Los Angeles Market, buy the Copley Los Angeles Group: 8 daily newspapers, plus their 15 supplementary weeklies, with a total circulation of 444,823.*

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"The Ring of Truth"

COPLEY NEWSPAPERS

THE GREATER LOS ANGELES GROUP

dairy industry, which rivals citrus.

■ Largest single manufacturing enterprise is the Kaiser steel mill at Fontana, and this, plus a large steel and iron foundry in San Bernardino, plus other smaller foundries, makes primary metal industries the most important manufacturing operation in the county. Chemical and allied manufacturing and food products also are important. In Riverside County, citrus fruits also lead all other groups, although lately rivaled by grapes and cotton.

The San Bernardino metropolitan area, as defined by the Census Bureau, is composed of San Bernardino and Riverside Counties. Population of the area has risen more than 50% since 1950. At that time Riverside was not part of the San Bernardino metropolitan area, but 1950 census figures for the area which now makes up the San Bernardino metropolitan area put the population at 451,688. That total was increased to 685,800 in 1957, when a special census was taken, and in 1958 was estimated at 728,700.

Manufacturing in San Bernardino County has grown faster than in the state as a whole. Factory payrolls increased 200% while the state increase was 174%. Manufacturing employes increased in number to 20,260 in 1956 from 11,425 in 1947.

■ With sharp increases in population and industrialization, personal incomes in San Bernardino County rose about 100% to $785,522,000 in 1956 from $396,442,000 in 1950. Value added by manufacture rose to $136,534,000 in 1954 from $75,795,000 in 1947. Wholesale sales were $213,142,000 in 1954, up from $142,308,000 in 1948. Retail sales rose to $520,845,000 in 1956 from $416,807,000 in 1954.

Riverside County also showed a sharp rise in personal income—to $454,278,000 in 1956 from $250,647,000 in 1950. Value added by manufacture rose to $68,661,000 in 1954 from $27,626,000 in 1947. Wholesale sales increased to $167,792,000 in 1954 from $80,035,000 in 1948. Retail sales were $14,694,000 in 1956, up from $13,144,000 in 1954.

In the city of San Bernardino population rose to 88,100 in 1958, with 30,900 households, spendable income of $160,861,000 and retail sales of $199,567,000.

Riverside

Riverside, some 18 miles south of San Bernardino and about 80 miles east of Los Angeles, is the trading and packing center of the surrounding citrus area.

The latest special census, in 1957, reported population at 75,673, up from 46,764 in 1950. Riverside had retail sales of $99,100,000 and wholesale sales of $102,300,000 in 1954, which were 41% and 62% of the Riverside County totals. The same year the city had 62 manufacturing establishments, 3,424 workers and a $23,300,000 value added by manufacture. Manufacturing includes food processing machinery, aircraft subassemblies and parts, aluminum parts and castings, cement, precision instruments and food products.

Ontario

Ontario, the second largest city in San Bernardino County, had a population of 41,656 in 1957, a rise of 82% from 1950.

The city's retail trade amounted to $38,900,000 and wholesale trade totaled $16,300,000 in 1954, according to the Business Census. Manufacturing includes production of electrical appliances, citrus products, garments, aircraft and plastic wall panels. An 800-acre industrial site at the International Airport here has brought some new industries and is expected to bring more.

Phoenix

Maricopa County, Arizona

Located on the Salt River in a vast, saucer-like valley surrounded by mountains, and having a mild, dry and clear climate, Phoenix has become an important health and pleasure resort.

Apparently many of the tourists liked Phoenix well enough to take up permanent residence—the population has grown by leaps and bounds, from 65,414 in 1940, to 105,442 in 1950 and to 364,000 in 1959.

■ Geographically, Phoenix is midway between El Paso and Los Angeles, and its altitude is 1,100 feet. It is a fertile area, thanks to irrigation made possible by nearby Roosevelt Dam (70 miles northeast). Leading crops are cotton (principally a long-staple variety) alfalfa, lettuce, cantaloupe, grapes, citrus fruits, olives, apricots and other fruits and vegetables.

The area also contains many date palms, pepper and eucalyptus trees and saguaro cactus.

■ The Phoenix metropolitan area, defined by the Census Bureau as embracing Maricopa County, has grown from 331,770 people and 96,512 households in 1950 to 630,000 people and 165,500 households in 1959. Population is 80% urban and 20% rural. New housing starts totaled 15,969 in 1958, compared with 11,709 in 1957.

Retail sales for the metropolitan area totaled $1.2 billion in 1958, up 7% over 1957, and retail sales for the first half of 1959 are reported up 23% over the 1958 first half.

■ The metropolitan area has seen recent growth in the electronics and aircraft parts industries—both of the non-smoke producing type that should not detract from the important tourist and vacation trade. The Phoenix chamber of commerce reported 60 new manufacturing establishments in the past year, including Mech-Tronics Corp., with 1,500 employes; Cannon Electric Co., 1,000 employes; and Western Rolling Mills, 500 employes. Expansion programs are being carried on in the area by Motorola, General Electric Co. and Sperry Rand.

The city of Phoenix in 1957 had an estimated 2,399 retail stores with sales of $303,637,000, including food, $160,997,000; general merchandise, $62,555,000; furniture, $45,003,000; gasoline, $62,499,000; automotive, $130,152,000; apparel, $32,067,000; eating and drinking, $49,478,000; and drugs $25,993,000.

San Jose

Santa Clara County, California

San Jose, located 50 miles southeast of San Francisco, is in a broad level plain about 15 miles wide which rises from sea level to about 400 feet. On the east is

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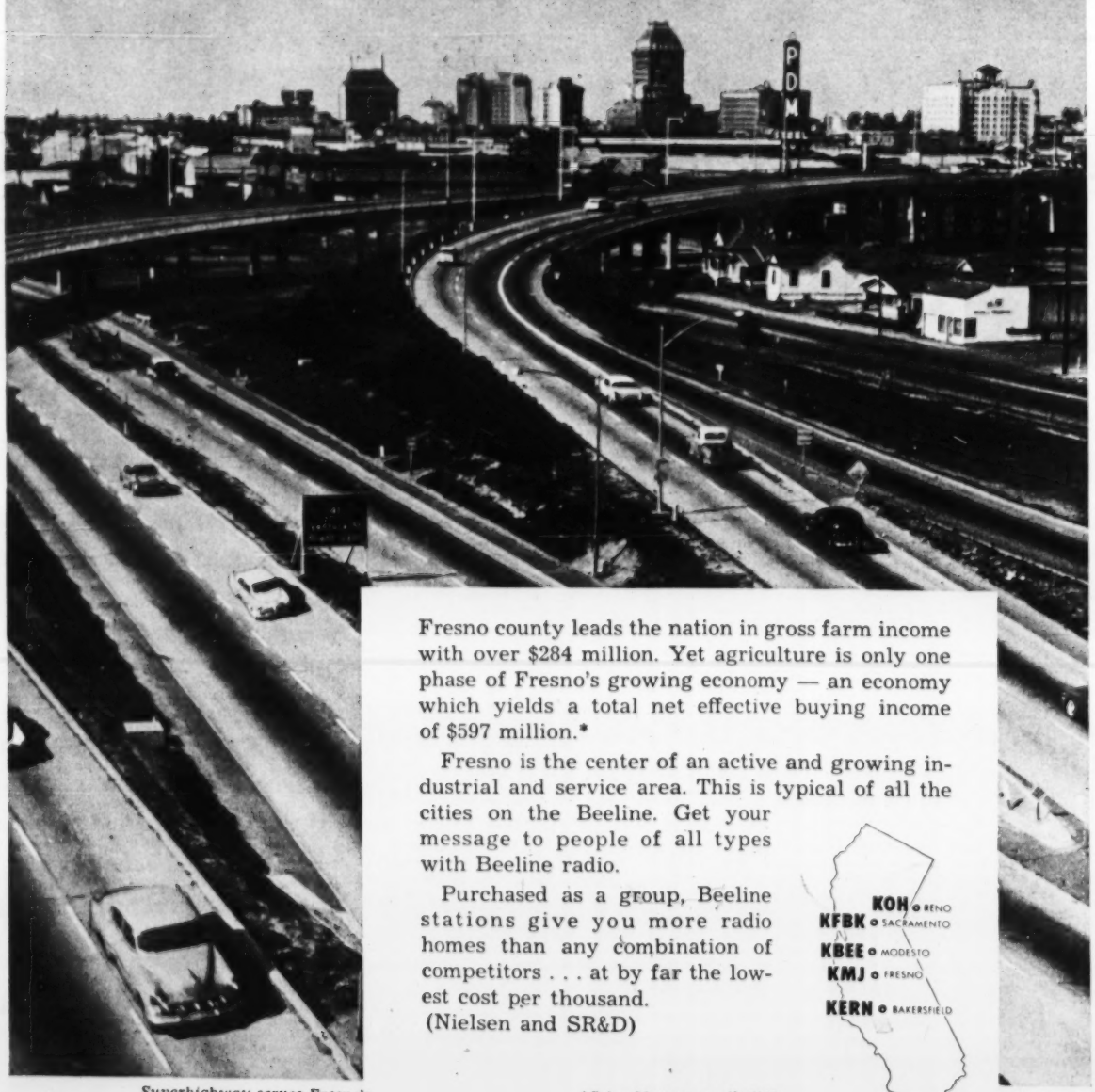

Fresno county leads the nation in gross farm income with over $284 million. Yet agriculture is only one phase of Fresno's growing economy — an economy which yields a total net effective buying income of $597 million.*

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*Sales Management's 1959 Survey of Buying Power

McClatchy Broadcasting Company

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

ELECTRONICS BOOM—*Phoenix, Ariz., has multiplied population five times to 364,000 and has grown big in electronics industry since 1940. GE computer plant, with 1,000 employes, was built in 1957.*

the Diablo Range, which averages between 1,200 and 2,400 feet in altitude. On the west lie the Santa Cruz Mountains of the Coast Range.

Almost 90% of the land in Santa Clara County is devoted to farming, and prunes, apricots, pears, cherries and walnuts are the leading crops, although truck gardening, dairy and poultry products also are important to the economy of the area.

■ The San Jose metropolitan area, embracing Santa Clara County, hiked its population 98% to 574,800 in 1958 (when a special census was taken) from 290,547 in 1950. Manufacturing growth also has been remarkably rapid. In manufacturing alone, payrolls increased 32-fold to $188,135,000 in 1956 from $5,798,000 in 1947, and employment rose 38,038 persons from 2,057 persons in 1947. Food and kindred products was the most important industry in 1956 with 13,480 employes and a payroll of $56,400,000. Electrical machinery, which was not large enough to be shown separately in the 1947 census, ranked second in the area in 1956 with a payroll of $40,300,000 for 7,015 employes.

Personal income in the area averaged $2,076 per capita in 1957 and retail sales, $1,306.

■ The increased manufacturing reflects a successful campaign begun by San Jose in 1943 to attract industry. Since then 257 new manufacturing and distributing plants have been established in the metropolitan area. In 1957 alone, 42 new industries with a capital investment of $10,452,673 were added, and 155 expansions were valued at $14,496,974.

Among the companies that have opened plants in the area since World War II are Admiral Corp., Container Corp. of America, Eastman Kodak, Falfstaff Brewing, Ford, GE, General Motors, IBM, Kaiser, Lockheed, International Paper Co., Owens-Corning Fiberglas, Sylvania and Westinghouse.

The city of San Jose, which had 95,280 people in 1950 grew to 127,564 in 1956 when a special census was taken, and last year population was estimated at 147,085. In 1957 1,811 stores chalked up retail sales of $279,851,000, including food $53,260,000; general merchandise, $44,637,000; furniture, $16,263,000; and automotive, $48,004,000.

Sacramento

Sacramento County, California

Sacramento, capital of California, is 90 miles northeast of San Francisco, in a warm, alluvial valley which stretches from Redding in the north to Bakersfield in the south. It is the wholesale, finance, shipping and service center for its trade area, as well as a center of state government offices.

Fruits and vegetables are an important industry for Sacramento, where the world's largest rice mill, fruit processing plant, and almond processing plant are located. Lately there has been increasing emphasis on field crops and beef cattle. The economy of the metropolitan area is largely based on raw material production in the food field, as well as lumber and wood manufacturing, printing and publishing, fabricated metals, and a considerable variety of other manufacturing.

Sacramento is also an important point for distribution and warehousing, as well as the site of three military installations and of the second largest shops maintained by the Southern Pacific.

■ Of major importance to further development will be completion of a Sacramento deep water port, as well as the added impetus to be provided by the Central Valley power and water project embracing Shasta Dam and Folsom Dam.

The metropolitan area of Sacramento (embracing Sacramento County) had a 1950 population of 277,140, which rose 55% to 429,100 in 1957, when a special census was taken. Housing units rose from 87,253 in 1950 to 134,600 in 1958. Total retail sales in the county rose from $362,638,000 in 1950 to $450,138,000 in 1954 to $556,276,000 in 1956. Value of all farm products rose to $41,198,818 in 1954 from $31,536,634 in 1945. Personal income went to $960,330,000 in 1956 from $546,137,000 in 1950. In 1956 328 manufacturing establishments had 17,807 employes with a payroll of $23,966,000.

Retail sales in 1956 included food, $137,775,000; eating and drinking places, $39,092,000; general merchandise, $58,340,000; apparel, $30,944,000; and automotive. $89,322,000.

In the city of Sacramento population rose from 137,572 in 1950 to 157,182 in 1956, when a special census was taken, and to an estimated 170,000 in 1958. There were 44,654 dwelling units in the city in 1950 and an estimated 55,370 in 1958.

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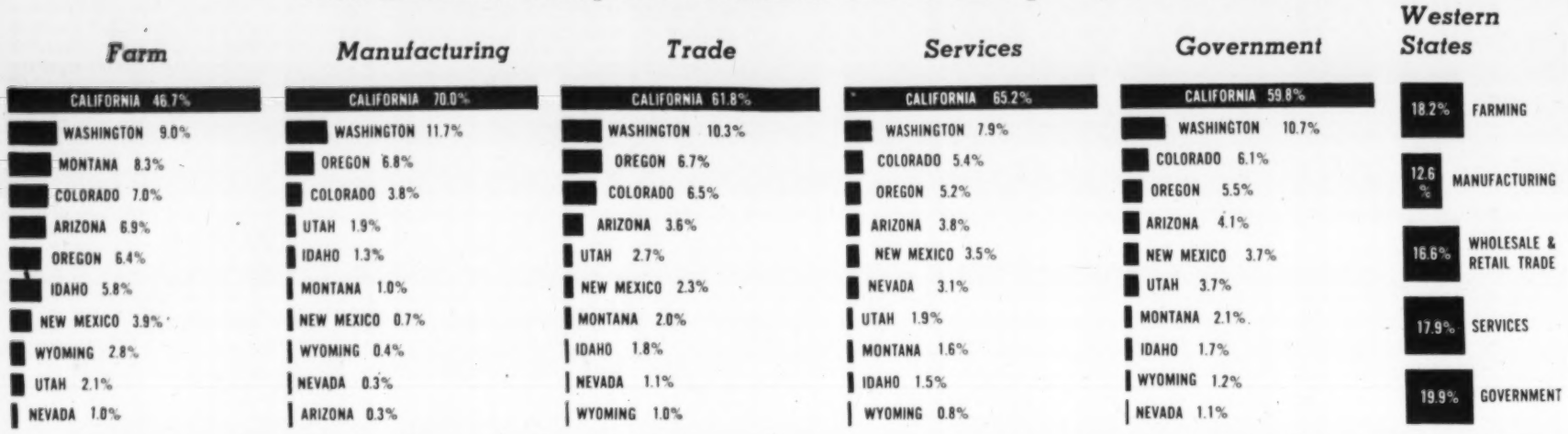
Sources of Civilian Income in the West During 1958

Five Industrial Categories Related to U. S. Total by Region and States



INCOME—*The first five graphs above make clear how the 11 western states share five industrial sources of civilian income received by persons for participation in current income during 1958. The sixth graph shows how the 11 western states together stand in relation to the total income in these categories in the U.S. The percentages used here are derived from figures published in the August, 1959, issue of "Survey of Current Business" issued by the U.S. Department of Commerce.*

Retail sales in 2,496 stores in Sacramento in 1954 totaled $347,887,000. In 1957 the retail total swelled to $435,848,000, including food, $93,927,000; general merchandise, $59,602,000; and eating and drinking, $36,352.

Salt Lake City

Salt Lake County, Utah

Salt Lake City is probably the only major city in the country which was deliberately laid out in what seemed an almost inaccessible spot, designed to provide "privacy" rather than to tap a natural trade route.

The city's site was chosen in 1847 by Brigham Young, head of the Church of Jesus Christ of the Latter Day Saints (Mormons), after he had led his small colony of followers from the Middle West, as a place in which the band might settle in peace. Located on the Jordan River about ten miles east of the Great Salt Lake, at the foot of the Wasatch Mountains, the city is almost surrounded by mountain peaks, some of which rise as high as 12,000 feet. The city itself, with an area of 52½ square miles, is relatively flat, lying at an altitude of 4,255 feet.

■ Salt Lake City is remarkable also, because it is one of the few cities in the world which was carefully planned and laid out in advance of its growth and development. It has grown to its present size largely as a result of the early settlers' industry and initiative in developing irrigation and industry in the area. Development of the West and growth of traffic almost made Salt Lake City an important point in transcontinental travel, since the city is about 400 miles from Denver, and about 600 miles from Los Angeles, San Francisco and Spokane.

Members of the Mormon faith are still an extremely important element in the city's population, but are probably now a minority. The Mormon church is also the largest single factor in the city's economic life, operating numerous enterprises, but since World War I the city's manufacturing and commercial facilities have expanded rapidly, with more than 100 national companies establishing branch factories or distributing offices there to supply the 500,000 square miles which constitute the city's natural trading territory.

Among leading industries are slaughtering and meat packing, printing and publishing, oil refining, smelting of silver, lead and copper, and manufacture of beet sugar, candy, flour and radio equipment.

■ In 1959, the metropolitan area of Salt Lake, embracing the county of the same name, as defined by the U. S. Census Bureau, had boosted its population to an estimated 376,000, from 274,895 in 1950. Retail sales totaled $620,100,000 in 1958, up from $590,500,000 in 1957 and $322,800,000 in 1950. There were 149,597 passenger cars in the area in 1958, compared with 103,406 in 1950. Electric energy consumption in the same period rose to 528,991,611 kilowatts from 309,735,725 kilowatts.

In Salt Lake City itself, population is now estimated at 225,000, up from 182,121 reported in the 1950 census. Salt Lake City's population increased 51.5% from 1940 to 1959, while Utah's population rose 62%. The city is a converging point for rail, air and motor transport. Major railroads converging on the city include the Union Pacific, Western Pacific Rio Grande railroads. Airlines radiate in seven directions from the city.

The Salt Lake Union stockyards are located adjacent to the city and have a capacity of 12,000 cattle, 40,000 sheep (including 10,000 under cover) and 5,000 hogs. Stockyard receipts in 1957 were 178,501 head of cattle, 241,804 sheep, 1,369,500 hogs and 6,635 horses and mules.

■ Retail sales of 1,998 stores in the city in 1954 totaled $305,514,000, and by 1957 the total was estimated at $400,918,000 for the same number of stores. The 1957 total included food, $78,871,000; general merchandise, $71,831,000; furniture, $23,535,000; eating and drinking, $373,466,000.

The city's manufacturing companies employ 19,275 workers, mining accounts for 7,509 workers, and construction, 8,122 workers.

Fresno

Fresno County, California

Located 120 miles south of Stockton in the hot, dry San Joaquin Valley, 185 miles southeast of San Francisco and 220 miles north of Los Angeles, Fresno is the largest market between the two major cities of California.

Essentially, its importance as a market rests upon the fact that it is the seat of the nation's leading county in value of farm production, and has been for many years. Value of its agricultural products in 1954 was $208,212,800, more than double the $102,906,480 total of 1945.

■ The city is the wine and raisin center of America, and a variety of other fruits and nuts—and their processing, packing and shipping—contribute substantially to its importance as a market. Cotton is also an important crop in the area. Other basic industries include lumber and its basic products, production of agricultural implements, petroleum, and a considerable variety of other products.

Despite the lead of agriculture in the area, industrialization has grown. In a typical recent year—1957—12 new industries with a capital investment of $5,600,000 moved into Fresno County, and 86 companies expanded their operations in the county through capital investment of $5,900,000. The leading manufacturing industry is food processing, which accounted for 124 establishments employing 6,400 persons and carrying a payroll of $6,300,000 in 1956. More than half the workers were engaged in the canning and preserving part of the industry.

■ In 1950 population of the Fresno metropolitan area, which the Census Bureau defines as Fresno County, was 276,515, and that figure grew 21.6% to 336,300 in 1957, when a special census was taken. In 1958 population was estimated at 344,400. Since 1950 the sharpest annual increase was in 1952 when population rose 6% over 1951. The rate fell to 2% in 1953, but since then the annual increase has consistently gotten bigger and was 4% in 1957.

Personal income in the area rose to $649,621,000 in 1956 from $442,891,000 in 1950. Factory payrolls rose to $64,029,000 in 1956 from $55,545,000 in 1950.

Retail sales added up to $453,349,000 in 1956, up from $377,123,000 in 1954 and $339,463,000 in 1950. Major retail groups in 1956 included food, $101,392,000; eating and drinking, $28,355,000; general merchandise, $41,810,000; and automotive, $64,818,000.

Tacoma

Pierce County, Washington

Third largest city in the state of Washington, Tacoma is in transition to a new and broader economic base. Originally it was considered the lumber capital of the nation, producing heavily of lumber and doors. The gradual shift of the center of the lumber industry into southern Oregon resulted in the closing of some lumber and plywood mills.

To offset this, Tacoma went after new industry, and now it is gaining recognition as the chemical center for the Pacific Northwest.

While lumber, plywood and doors still are the No. 1 industry of the city, production of chemicals and metals has grown in importance, providing diversification and stability, as well as new payrolls. Small-boat building is important also.

■ Hooker Electrochemical and Pennsylvania Salt Mfg. Co. are two of the major chemical producers. Kaiser has an aluminum smelter here. Tacoma Powdered Metals and Ohio Ferro-Alloys are

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others in related fields.

Tacoma is situated some 30 miles south of Seattle on a deep-water harbor in Puget Sound served by four transcontinental lines. Its tideflats offer the finest industrial sites of any major northwest city.

The city is also a trading center for a wide area, and is a processing center for frozen and canned fruits and vegetables of nearby rich valley bottoms. Rebuilding of the Tacoma Narrows suspension bridge across Puget Sound makes Tacoma the gateway to much of the Olympic Peninsula that lies to the west. It is the nearest major city to Mount Rainier, and tourists are an important aspect of business life.

Tacoma also is at the edge of Fort Lewis, the Army's tremendous base, which brings a substantial volume of money into the city.

■ The Tacoma metropolitan area, which the Census Bureau defines as embracing Pierce County, had 275,876 population in 1950. Last year that figure had risen to 316,-700, and the number of families totaled 77,300. Dwelling units in the county totaled 95,156 in 1958, up from 86,020 in 1950. Passenger car registrations were 108,323 in 1958, compared with 76,321 in 1950.

In Tacoma population has grown nearly 10% to 157,500 in 1958 from 143,673 in 1950. There were 55,043 dwelling units in the city in 1958, compared with 50,370 in 1950. Building permits totaled to 2,543 with a valuation of $16,-118,980 in 1958, compared with 2,407 with a valuation of $19,-543,988 in 1957.

■ Retail sales in Tacoma in 1957 were an estimated $327,062,000. The 1954 Census of Business counted retail sales at $218,477,-000, including food, $61,590,000; general merchandise, $38,107,000; and furniture, $16,066,000.

The leading industry, logging and lumber, has 6,350 employes with an average weekly wage of $82, primary metals employs 2,-000 at an average wage of $74 a week, and furniture manufacturing accounts for 1,300 employes at a $58 weekly wage.

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Spokane

Spokane County, Washington

Spokane, like a number of other western metropolitan centers, is in the heart of a vast area containing no other major cities, thus making the city a hub for some 36 counties in portions of four states which have been designated as the "Inland Empire."

The city is located at the falls of the Spokane River, 50 miles from its mouth in the Columbia River, in eastern Washington. It is 310 miles by rail east of Seattle, 339 miles from Tacoma and 368 from Portland, and 895 miles northwest of Salt Lake City, with mountain ranges cutting it off from other major cities on three sides, and the Canadian border completing the process on the north.

■ In this Inland Empire are produced the wheat, cattle, and apples—among major crops—that make Washington state important as an agricultural center. In this area also is produced pine lumber, cut on the higher lands above the farming region. In the area also are the largest zinc producing mines of the country, centered at Coeur d'Alene in northern Idaho just to the east of Spokane, and to the north of Spokane near the Canadian border. Lead and some silver is produced along with zinc. A sizable uranium deposit was discovered on the Spokane Indian reservation in 1954.

The climate of the Inland Empire is completely distinct from that of Puget Sound in Washington and the Willamette Valley south of Portland, Ore. For the high ridge of the Cascade Mountains wrings the water from ocean winds, making for a dry, sparkling climate in the interior—warm in summer, colder in winter, but generally with much more sunshine during the winter than the coastal regions have.

Lumbering, mining, agriculture and livestock are all important aspects of the area's economy, and great impetus was given to the territory's industrial progress by the construction of Grand Coulee Dam on the Columbia River, which went into operation in 1941 and now has a capacity of some 2,-646,000 horsepower. The dam originally was designed to furnish water for the reclamation of 1,-200,000 acres of arid but fertile land in the Columbia Basin project, but its completion at the beginning of World War II made its function as a source of power to newly-needed war industries even more important.

One result was the emergence of the area as an important producer of aluminum and magnesium, as well as the attraction of numerous other forms of industry.

■ Population of Spokane County, which the Census Bureau defines as the Spokane metropolitan area, totaled 285,600 in 1958, a rise from 221,561 in 1950. There were an estimated 62,330 dwelling units in the area in 1958, and 98,697 passenger car registrations. There were 504 wholesale establishments, of which 356 had a business volume of $270,274,000 in 1954. In 1957 per capita income was $2,128, compared with the national average of $2,027.

In the city of Spokane, 1958 population reached 188,500, up from 161,721 in 1950. The 1954 census reported 2,016 retail stores with retail sales of $269,330, including food, $56,236,000; general merchandise, $45,836,000; furniture, $13,835,000; gasoline, $13,-791,000; lumber and hardware, $13,221,000; eating and drinking, $17,200,000; apparel, $15,756,000; automotive, $42,919,000; and drugs, $8,505,000.

Principal manufactured products originating in Spokane are primary metals, lumber and wood products and poultry, dairy and meat products. In 1939 the primary metals industry employed 865 workers; just prior to the recession the number had risen to 6,-000.

Tucson

Pima County, Arizona

Tucson's reputation as a health center and vacation resort in recent years has not only largely extended its tourist business, but has also resulted indirectly in extension of its industrial activities. It houses the University of Arizona and is a division point on the Southern Pacific.

The city now is an important trading center for the southern Arizona area, which includes large scale mining and agricultural activities, as well as the home of a wide range of manufacturing enterprises, including wearing apparel, foodstuffs, paint and

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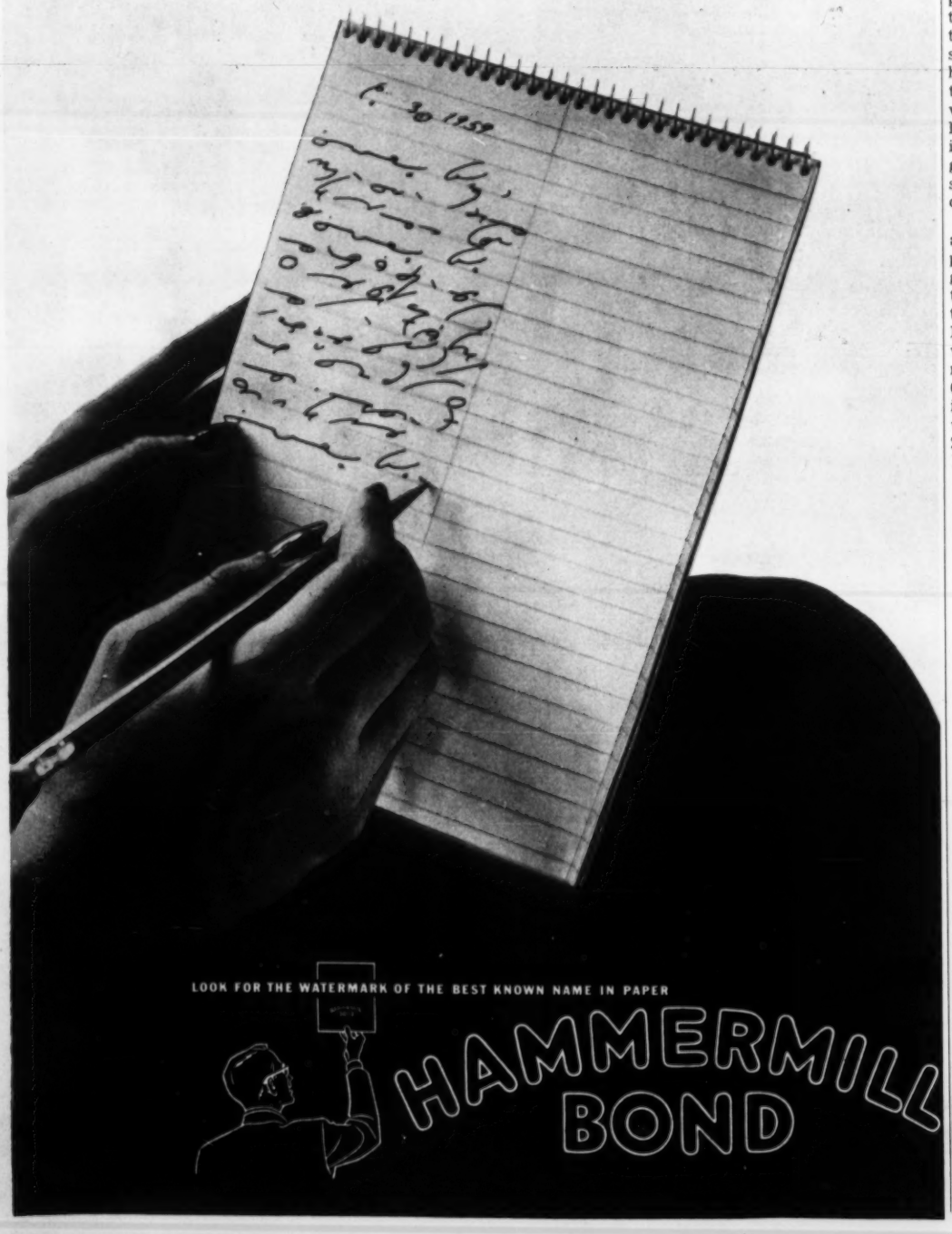

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*SDRS Estimate.

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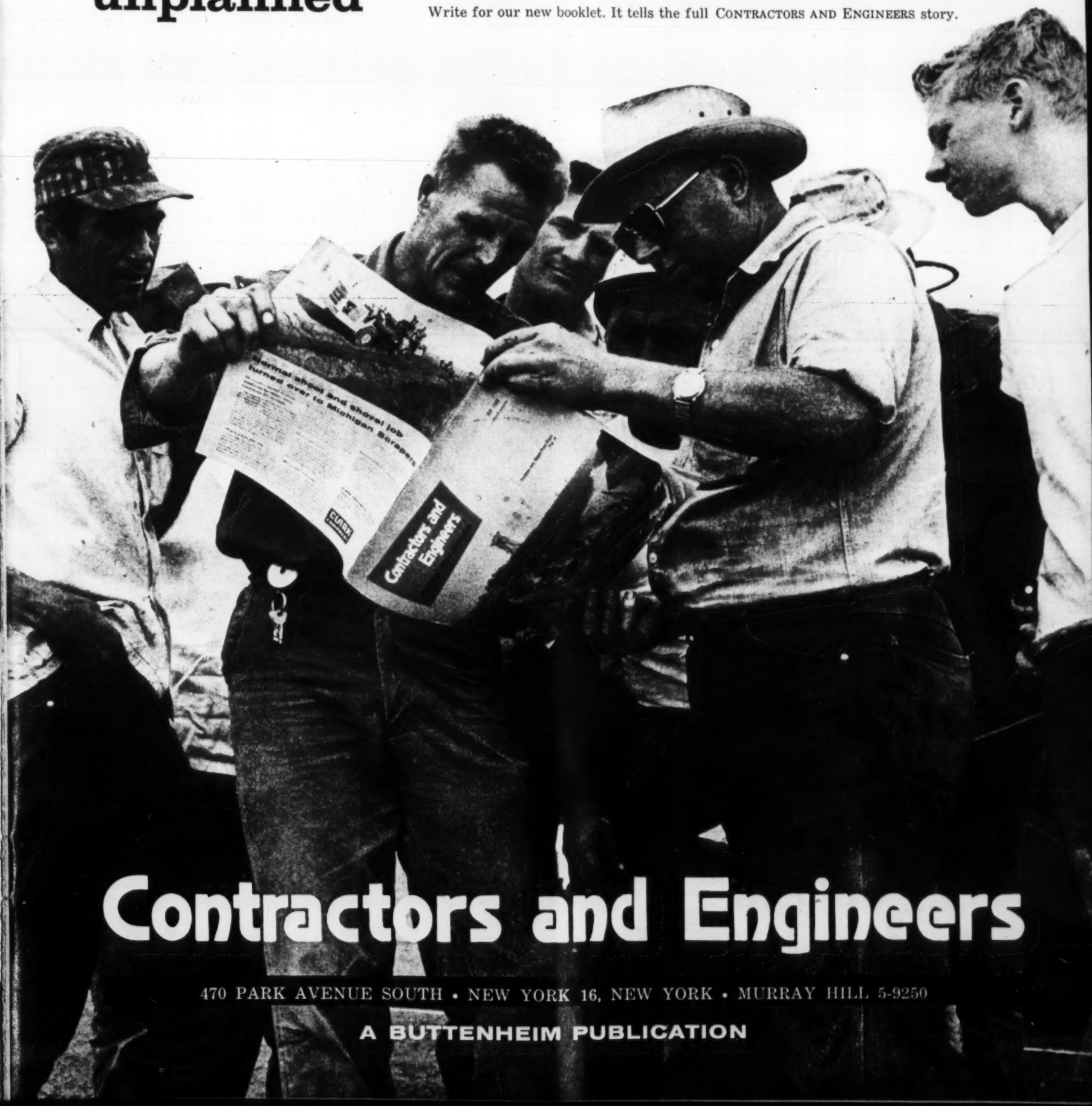

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A BUTTENHEIM PUBLICATION

varnish, cowboy boots and some precision machinery. Aircraft modification was started during World War II and the area now includes plants of Douglas Aircraft Co. and Hughes Aircraft Co. Tucson also has become an important center in electronics and missile development, and is the site of the University of Arizona with a 1958-59 enrollment of 20,000.

"Say It With Pictures"
BY
MICHAEL BARBERO
Photographer For
"MISS SUBWAYS"
48 West 48th Street
CI 6-4775 CI 6-4786

■ Pima County nearly doubled its population from 72,838 in 1940 to 141,216 in 1950 and promises to double the figure again in the succeeding ten years. Population today is estimated at 265,000. Housing grew from 47,294 dwelling units in 1950 to 72,000 in 1958. Retail sales of $149,942,163 in 1950 doubled to $303,224,566 in 1958.

In Pima County, cotton, beef cattle and poultry are the major agricultural products, bringing in income of $9,800,000, $6,200,000 and $2,000,000 respectively in 1958. Total agricultural income was $20,600,000. Mining also is important, with a payroll of $40,000,000 last year.

Bureau of Labor statistics showed that in June of last year Pima County non-agricultural employment totaled 58,000 workers. Manufacturing employed 8,000 workers; construction, 5,500 workers; mining, 2,400 workers, and services and miscellaneous, 11,100 among various categories.

■ Tucson itself also has grown spectacularly in the 1950s—as the city's area has been enlarged fivefold and population has quadrupled from 45,454 in 1950 to an estimated 182,500 this year.

Housing in Tucson has grown from 15,062 dwelling units in 1950 to an estimated 40,000 in 1958. Retail sales in 1954 totaled $166,992,000, including food $58,635,000; general merchandise, $26,707,000; furniture, $12,817,000; gasoline, $16,973,000; lumber and hardware, $19,977,000; eating and drinking $15,863,000; and apparel, $15,261,000.

Stockton

San Joaquin County, California

Located 82 miles east of San Francisco and 52 miles south of Sacramento, Stockton is at the head of tidewater on the San Joaquin River, and in the middle of California's great central valley. It is the site of California's only inland deep water port, completed in 1933, which reaches the Pacific through San Francisco Bay.

As a result, it is an important shipping point for the produce of the entire valley. With extension of irrigation partly making up for reduction of farm acreage as urbanization and industrialization have grown, the value of farm production in San Joaquin County has risen from $115,025,000 in 1947 to $164,077,000 in 1957. The leading crops are field crops, with a value of $34,869,000 produced in 1957; truck crops, $41,737,000; fruits and nuts, $29,257,000; and dairy products, $11,724,000.

San Joaquin County, which the Census Bureau defines as the Stockton metropolitan area, grew from 200,750 people in 1950 to 237,500 people in 1957, when a special census was taken. Personal income rose from $330,878,000 in 1950 to $481,741,000 in 1956.

■ The area saw its manufacturing payrolls increase 76% in ten years in 1956. Because local canneries are at their peak employment in August, the number of workers in the food processing industries accounts for 56% of the total manufacturing employment in the third quarter. But in the first quarter, employment in these industries drops to about 40% of all manufacturing employment. In the third quarter of 1956, food and kindred products included 94 establishments with 8,401 workers and a payroll of $9,544,557. Next largest category was machinery (except electrical), with 35 establishments employing 1,479 workers and carrying a payroll of $1,858,193.

Wholesale sales rose from $164,901,000 in 1948 to $235,462,000 in 1954 in the metropolitan area. Retail sales grew from $232,723,000 in 1950 to $298,211,000 in 1956, including food, $69,566,000; eating and drinking, $22,625,000; and general merchandise, $29,126,000.

Stockton, the county seat, has hiked its population from 70,853 in 1950 to 85,000 in 1958, and its dwelling units from 21,545 in 1950 to 37,100 in 1958. Retail sales rose from $131,448,000 in 1948 to $163,479,000 in 1954, including food, $33,058,000; general merchandise, $17,863,000; furniture, $10,631,000; gasoline, $10,029,000; and apparel, $13,278,000.

Albuquerque

Bernalillo County, New Mexico

This once-sleepy little Spanish town in the valley of the Rio Grande has suddenly blossomed into a center of the nation's atomic energy activity.

The original town was founded in 1706 and named after the Duke of Alburquerque (the extra "r" dropped later), a viceroy of New Spain. But today this high-in-the-sky city (altitude 5,196 ft.) located in the approximate center of the state boasts Sandia Base, a special weapons project of the government that assembles atomic bombs, and White Sands Proving Ground, where guided missiles and rockets are tested.

The city's population growth has been tremendous; in 1940 there were only 35,449 people in Albuquerque, but by the 1950 census this figure had mushroomed to 96,815, and by 1959, 200,000. Its chief claim to fame prior to the advent of the government's atomic energy programs was its bracing climate and high proportion of sunshiny days, which made it a popular health resort.

■ The sheep and cattle industry is important in Albuquerque's economy, as it supplies vast quantities of supplies and materials for sheep and cattle raisers in Bernalillo County. The city also supplies the mining and timber operations in the smaller cities and towns in the state.

Among the items manufactured and processed in Bernalillo County are brick and tile, concrete pipe, truck bodies and trailers.

■ Bernalillo County, defined by the Census Bureau as the Albuquerque metropolitan area, has boosted its population from 145,673 in 1950 to 220,000 in 1957. Some 43,443 dwelling units in 1950 grew to 62,900 in 1958. Retail sales rose from $135,006,600 in 1947 to $206,840,800 in 1950 and to $363,972,000 in 1958, the bureau of revenue, school tax division, reported. Last April the area employed 75,000 non-agricultural workers, compared with 68,300 a year earlier. Included were 7,900 workers in contract construction and 7,500 in manufacturing, up from 5,300 and 6,700 respectively in 1958.

Albuquerque, as its population has grown to 200,000, has seen housing grow from 30,653 dwelling units in 1950 to 55,500 in 1958. Retail sales increased from $114,871,000 in 1948 to $214,243,000 in 1954, including food, $45,408,000; general merchandise, $27,325,000; furniture, $13,234,000; eating and drinking, $16,118,000; apparel, $13,383,000; and automotive, $45,023,000. Wholesaling and retailing had 15,800 employes; manufacturing, 9,800 employes; services, 7,400; construction, 6,000; and agriculture and miscellaneous, 26,550.

More than 6,000,000 tourists travel the major highways into Albuquerque annually.

Yakima

Yakima County, Washington

A city of 45,100 and trading center for the Yakima Valley,

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save time, trouble and 17%

Augusta, Columbus and Macon . . . *the country's 30th largest metro market,* with over 650,000 population. And it's yours with one order, one bill and one check when you buy the Georgia Group newspapers. Plus . . . *savings of up to $1,600 on every 10,000 lines.* Save time, trouble, 17%. Schedule the Georgia Group to reach Georgia's second market.

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Like adding an extra magazine with several million readers at no extra cost—that's our Christmas gift to our advertisers, who will help us celebrate our greatest year ever. We confidently predict a circulation in excess of **5,000,000** for our December issue. It is another reason why this magazine can consistently reduce the cost, as well as shorten the time, of marketing a product.

Good Housekeeping

MAGAZINE AND INSTITUTE

Yakima derives its strength from irrigation of rich lands stretching from Ellensburg on the north to Kennewick to the southeast, where the Yakima River flows into the Columbia.

The valley was one of the first in the state to receive irrigation waters. Today Yakima County produces crops valued at $74,666,448, ranking ninth among all counties of the U. S., and is first in number of fruit trees, first in production of apples, cherries, pears and hops, third in production of commercial sweet corn, fourth in value of all fruits and nuts sold, and seventh in sugar beets harvested for sugar.

Wide diversification gives the Yakima Valley unusual stability. Its crops are sold both in the fresh markets of the nation and also are processed. The valley is one of the major centers of food freezing and canning in the Northwest.

Manufacture of lumber and of farm machinery and processors' supplies provides the major industrial activity other than food processing.

■ Like other cities in central Washington, Yakima has a dry climate with an abundance of sunshine. Rainfall averages only seven inches a year, requiring irrigation for production of fruit and most crops.

The population of Yakima County rose from 99,019 in 1940 to 135,723 in 1950 and 152,500 in 1959. Housing rose from 44,843 dwelling units in 1950 to 46,590 units in 1958. Retail sales totaled $170,000,000 and buying income $215,000,000 in 1958. Some 186 manufacturing establishments employed 4,929 persons and had a payroll of $5,354,798 in the second quarter of 1958; 305 construction establishments employed 1,446 persons and had a payroll of $1,729,610.

The city of Yakima boosted population from 38,486 in 1950 to its present 45,100. Housing grew from 13,376 dwelling units in 1950 to 16,870 in 1958. Retail sales of 687 stores in 1954 totaled $96,079,000, including food, $17,747,000; general merchandise, $15,980,000; furniture, $4,320,000; gasoline, $5,447,000; lumber and hardware, $$8,589,000; eating and drinking, $6,168,000; apparel, $3,933,000; automotive, $18,343,000; and drugs, $3,002,000.

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Eugene

Lane County, Oregon

Eugene is one of the fastest-growing cities and industrial areas in Oregon. As timber in the more accessible areas around Puget Sound and the lower Columbia River has been cut off, the center of the huge Douglas fir sawmill and plywood industry has shifted south. Now Eugene is well recognized as the new center.

Lane County, in which Eugene is located, and Douglas County adjoining on the south, are the two fastest-growing counties in western Oregon. The 1950 census showed Lane County with a population of 125,776 and it had grown to 151,070 by 1958.

■ Eugene is the trading center for the surrounding farming area. Eugene Fruit Growers Assn., located at Eugene, ranks as one of the largest canners of vegetables in the Pacific Northwest.

Eugene is second market in Oregon and fifth in the Pacific Northwest in population, buying income and retail sales. It is increasing in importance as a center for wholesale trading. Eugene's current population is 49,861, with population of the metropolitan area within a six-mile radius estimated at 130,000. Eugene retail sales for 1958 were $103,949,000, *Sales Management* studies show, and retail sales for the county totalled $181,449,000. The Eugene area is showing a steady population growth, as reflected by a 32.7% population increase from 1950 through 1958. A study now under way predicts an eventual population (20 to 25 years) in the Eugene area of more than 200,000.

■ Increasing prosperity is also reflected by figures released by the Federal Reserve Bank of San Francisco showing bank debits to demand deposits. Eugene showed a 33% increase in July, 1959, over July, 1958, and a 26% increase for the first seven months of 1959 over the same period in 1958.

Eugene's assessed valuation is $52,374,842. Residential electric meters in the city limits showed an increase of 728 from 1958 to 1959, showing continued activity in construction of homes.

Eugene is home of the University of Oregon, with a current enrollment of more than 6,000, and an anticipated enrollment of more than 11,000 by 1969.

■ Major industry of the area is lumbering. Lane County has 50 billion feet of merchantable Douglas fir on 2,500,000 acres, and produces 1.3 billion board feet annually. More than 12,000 are employed by about 360 operators, with an annual payroll approaching $60,000,000. Total covered (by state unemployment compensation) industrial payroll in the county was $133,842,488 for 1958. This does not include business not covered by unemployment compensation, such as Southern Pacific with a payroll for 1,600 employes. Some of the large lumber companies are Weyerhaeuser Co., Georgia-Pacific and U. S. Plywood.

Lane County has 442,000 acres in farm land, with 4,000 farms averaging 110 acres each. Farm marketings in 1958 totalled $18,500,000 as follows: dairy products, $2,100,000; livestock, $2,000,000; poultry, $2,700,000; miscellaneous animal products, $100,000; crops, $1,700,000; hay and silage, $2,000,000; filberts and walnuts, $1,600,000; tree fruits and small fruits, $1,200,000; truck crops, $2,600,000; ornamental, $1,200,000; tree farm products, $1,200,000. Agriculture is the county's second largest industry.

Colorado Springs

El Paso County, Colorado

Colorado Springs is about 70 miles south of Denver, on a mesa 6,000 feet above sea level, open to the great plains on the southeast and backed by mountains.

The city, laid out in 1871 by General W. J. Palmer, president of the Denver & Rio Grande Railway, as a model community, is the most important tourist center of the Rockies, a noted health resort, and an important industrial center. It has ore reduction plants, iron foundries, railroad shops, considerable light industry, and is the headquarters of the Cripple Creek mining companies.

■ In recent years its attractiveness as a place to live has resulted in some movement of the offices of eastern corporations to the city. An enormous increase in tourists from the East and Middle West since the war, however, has resulted in a sharp upsurge of business activity in the area.

In 1950 the population of El Paso County was 74,523, and it is believed to have doubled since then to an estimated 150,000 today. Housing increased from 26,235 dwelling units in 1950 to an estimated 45,800 units in 1958.

Retail sales in the county increased from $85,956,000 in 1950 to $185,587,000 in 1958, as estimated by the University of Colorado bureau of business research, and other sources estimate the total even higher.

■ Colorado Springs has hiked population from 45,472 in 1950 to an estimated 82,500 in 1959. In addition, nearby military installations have increased the number of military personnel—nearby Fort Carson, from 5,000 in 1950 to 14,500 in 1959, in addition to 1,000 dependents in 1950 and 3,864 dependents in 1959. Housing in the city has grown from 16,541 dwelling units in 1950 to an estimated 43,540 in 1958.

The city has taken on growing importance as a center of U.S. air defense. The North American Air Defense Command (NORAD) and its subsidiary army, navy and air force organizations have their headquarters in Colorado Springs and will build a new underground control center just south of the city. The new Air Force Academy is seven miles north of the city.

■ Employment in Colorado Springs includes military, 25,000 wage earners; contract construction, 8,500 workers; manufacturing, 3,200 workers; government (civilians only), 5,500; and wholesale and retail trade, 5,000.

Retail sales in the city are expected to reach $200,000,000 in 1959. In 1957 they were $150,676,000, including food, $33,022,000; general merchandise, $10,467,000; furniture, $7,706,000; gasoline, $8,466,000; lumber and hardware, $15,533,000; eating and drinking places, $8,781,000; apparel, $9,271,000; automotive, $28,510,000; and drugs, $4,211,000.

The marked growth of Colorado Springs is expected to result in its designation as a standard metropolitan area by the Census Bureau in 1960.

Salem

Marion and Polk Counties, Oregon

Salem is a fast-growing center in the Willamette Valley of western Oregon. It is the state capital, and it is also the center of food

a combined 81 years of service

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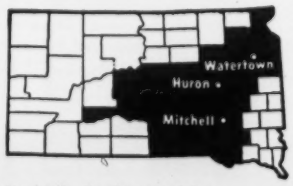

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ABC

PHOTO REVIEW OF THE WEEK

Connolly Donnelly Williamson
Havoc Anthony

LOOKING AT POSTER SAMPLES—*Stage star June Havoc with Jack Anthony, vp and art director of Young & Rubicam, were headliners for the Boston Advertising Club's outdoor advertising day, sponsored recently by John Donnelly & Sons, in connection with the local one-day exhibition of the medium's 100 best posters now on national tour. Shown also are James M. Connolly, regional manager; John E. Donnelly, exec vp of John Donnelly & Sons, and William Williamson of WBZ and president of the Boston Advertising Club.*

Blomquist Tinker Sergenian Ludekens Dorne

WHAT I LIKE—*This panel of artistic giants is judging the finals of a $5,000 advertising art competition sponsored by Foote, Cone & Belding. The competition was open to students of Famous Artists Schools, Westport, Conn., which teaches art through home study. Judges are Arthur Blomquist, vp, J. Walter Thompson Co.; John H. Tinker Jr., vp in charge of creative services, McCann-Erickson; Fred Sergenian, vp in charge of art, Young & Rubicam; Fred Ludekens, senior vp in charge of creative services, FC&B, and Albert Dorne, president, Famous Artists.*

NEW ON TELEVISION—*This is one of the spots Page & Shaw is running as the company's first test of tv in six Ohio and Michigan markets. They were made with the Transfilm-Wylde Animation "visual squeeze" technique, with the art work popping on and off the screen as the Cambridge, Mass., candy maker's message is recited to background music. The Page & Shaw commercials, which are said to be the first to use visual squeeze with an all-art cartoon treatment, were designed by Bill Elder, formerly with Mad magazine. Horton, Church & Goff is handling this spot campaign.*

Moyer Rudesill Brother Manuel Canever

ANNIVERSARY—*D. P. Brother & Co. marked its 25th year by presenting a bound, signed congratulatory message to D. P. Brother, founder and president. Looking on are members of the executive committee: Sheldon Moyer, Kenneth Manuel and V. W. Canever, senior vps, and Carl Rudesill, secretary-treasurer.*

Interpreter Vlasov Davis Interpreter

FORUM—*While participating with wife and three children in Russia this summer as a typical American family in the American National Exhibition at Moscow, R. T. Davis, on the advertising staff of Architectural Forum, New York, presented two leather bound volumes of his magazine to Professor Vlasov, president of the Soviet Academy of Architecture. Mr. Davis and Professor Vlasov are flanked by interpreters.*

Hadley Wilcox LaHatte DeBerardinis Huddleston Thomas Cruvant Heaston Jeffrey Sellers Long Bond

NNPA SOUTHERN REGIONAL—*Among the newspaper promotion and advertising agency executives who attended the southern regional meeting of National Newspaper Promotion Assn. in Shreveport were Howard Hadley, Bureau of Advertising, ANPA; Howard Wilcox, Indianapolis Star and News; Pat LaHatte, Atlanta Journal and Constitution; N. W. DeBerardinis, Shreveport Times; Tom Huddleston, Shreveport Journal; Webb Thomas and Frank Heaston, Gardner Advertising; Les Cruvant, Busch Bavarian beer distributor; Richard Jeffrey, Dallas News; Wayne Sellers, the Herald, Rock Hill, S. C.; Paul Long Jr., the Advertiser, Huntington, W. Va.; Jack Bond, Nashville Banner.*

Concentrating...

A

B

C

D

E

ARCHITECT-JURORS in P/A's Seventh Annual Design Awards Program, photographed at work—

A. LOUIS KAHN (Philadelphia architect)

B. WILLIAM CAUDILL (Caudill, Rowlett, Scott and Associates)

C. JOSE LOUIS SERT (Dean, Graduate School of Design, Harvard University)

D. RALPH RAPSON (Head, Department of Architecture, University of Minnesota)

E. LYNDON WELCH (architectural engineer of Eberle Smith Associates, Detroit)

on architecture's most valued design awards ...a product of P/A's

EDITORIAL LEADERSHIP

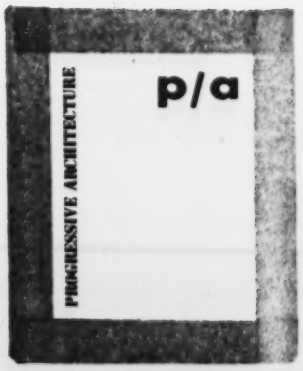
The men shown here are prominent figures of American architecture, willingly bent to a recent, very taxing labor—choosing the best of tomorrow's buildings, from nearly 600 commissioned designs submitted by architects in America to PROGRESSIVE ARCHITECTURE's Seventh Annual Design Awards Program.

Results will be presented in the January 1960 Design Awards Issue of P/A—the most eagerly awaited annual issue of any architectural magazine.

This issue does not just report the news, it is the news . . . "the most important annual occurrence of our architectural world," in the phrase of Minoru Yamasaki, FAIA, himself one of the greats. They feel that way in architecture because P/A Design Awards is the only national competition for commissioned projects still in the design stage . . . the accepted guide to the best of tomorrow's architecture . . . the one program which spotlights the work of architect and designer exclusively . . .

That's also why great architects consent so readily to "jury duty." Past jurors have included Gropius, Belluschi, Bunshaft, Gruen, Saarinen, Breuer, Kling, Stubbins and others.

Use the January Design Awards P/A to kick off your 1960 advertising to the world's largest—and most interested—audience of architectural professionals. More of them read P/A best because it's their magazine, just as P/A Design Awards is their program. It serves their interests exclusively, and serves them best. And these are the men whose profession is translating your building products into structure. That's why P/A means PRODUCTIVE ADVERTISING.



PROGRESSIVE ARCHITECTURE

Reinhold

430 Park Ave., New York 22, N. Y.

processing—mainly freezing and canning—for the surrounding area producing primarily green beans, strawberries, peas, corn and a wide range of vegetables and fruits. It is the center also for shopping for this rich agricultural area, one of the first settled in the Pacific Northwest.

Presence of the state capital provides a stability of employment not matched in manufacturing, and growth of state functions has caused some expansion in employment over recent years.

The climate is mild, with little snow in winter. Although originally farming in this area depended on natural rainfall, irrigation has come increasingly into use during the last half-dozen years, particularly for pastures for both dairy and beef stock. The result is to increase the farm income from the same acreage.

■ The two counties of Salem and Polk, which J. Walter Thompson Co. calls the Salem market, had a population of 136,800 in 1958, up from 127,718 in 1950. In the same period housing grew to 34,500 units, up from 32,500 units in 1950. Retail sales for the two counties totaled $156,587,000 in 1958, including food, $34,276,000; eating and drinking places, $8,977,000; general merchandise, $16,926,000, *Sales Management* studies show.

Seasonal employment in the food processing industry boosts employment substantially to a peak in the third quarter of each year. Thus, in 1958, January employment in manufacturing totaled 5,511 employes and rose to 12,905 employes in August. Food and kindred products alone accounted for 1,460 workers in January and 8,031 in August. Lumber and wood products, except furniture, accounted for 1,781 workers in January and 2,411 in August.

Population in Salem rose from 44,947 in 1954, when a special census was taken, to an estimated 47,500 today. Housing grew from 13,072 dwelling units in 1950 to 14,400 units in 1958. Retail sales rose from $86,355,000 in 1954 to an estimated $101,701 in 1958, including food, $18,642,000; eating and drinking places, $8,977,000; and general merchandise, $13,715,000. Salem is having the largest construction year in its history, with over $1,000,000 in building permits each month.

Pueblo

Pueblo County, Colorado

Located in the fertile valley at the confluence of the Arkansas and the Fountain rivers, Pueblo has had an extensive agricultural development. But it is also an important manufacturing center, boasting the largest steel plant west of the Mississippi River (run by Colorado Fuel & Iron Corp.), which is also the ninth largest steel producing plant in the U.S.

This "Pittsburgh of the West" lies at an altitude of 4,690 ft. and is near the principal coal fields and many of the metal deposits of Colorado. In its irrigated region of 50,000 acres it produces 65% of all the cucumber seed grown in the U.S., plus great quantities of red clover, cantaloupe, squash and onion seed.

Pueblo also has plants for meat packing, brooms, brick, tile, tents and awnings, plus foundries and machine shops.

■ The population of Pueblo County in 1950 was 90,188 (as far back as 1890, nine years after the first steel mill was established, the population was 31,491), and has risen this year to 130,000. Dwelling units grew from 25,551 in 1950 to 31,090 in 1958. Major industry in the county is the steel mills of Colorado Fuel & Iron Corp., which in 1958 employed more than 8,000 people. The mill produces rails, seamless pipe, wire and wire products and chemical by-products from its coke plant.

■ Grazing land covers the largest acreage within Pueblo County, with a total of 1,056,552 acres in 1955. Irrigated farm land was second with 29,810 acres. Sugar beets are the most valuable farm crop, with cattle for beef running a close second.

The population of Pueblo, the city, grew from 63,685 in 1950 to 90,825 in 1957. There were 19,569 dwelling units in 1950 to 25,932 dwelling units in 1958. Retail sales in the city were $66,111,000 in 1948, and rose to $94,615,000 in 1954, including food, $24,354,000; general merchandise, $9,113,000; gasoline, $5,204,000; and eating and drinking establishments, $6,729,000.

The steel mill in Pueblo employs 8,800 workers; Army Ordnance is second largest, employing 3,992; and railroads are next with 1,015 workers.

Santa Barbara

Santa Barbara County, California

Santa Barbara, located on the Pacific Coast 337 miles south of San Francisco and 100 miles north of Los Angeles, is a residential-educational-recreational city.

The economy of the city and its nearby unincorporated areas is basically one of trade and service for a population which is considerably above average in wealth. Industrial development is deliberately restricted by ordinances barring smoke, odors and "unsightly structures."

The surrounding area is a rich agricultural country, with lemons the most important crop and walnuts and livestock, poultry and eggs and dairy products also of major importance.

■ Population of Santa Barbara County in 1950 was 98,220, embracing 33,166 dwelling units, and those figures rose to 116,400 people and 46,800 dwelling units in 1958. County retail sales increased from $119,246,000 in 1948 to $167,658 in 1956, including food, $36,283,000; general merchandise, $11,524,000; eating and drinking places, $12,561,000; apparel, $12,475,000; furnishing and household appliances, $8,126,000; and automotive, $24,121,000. Value of all farm products sold more than doubled to $49,004,482 in 1954 from $23,976,918 in 1945.

The city of Santa Barbara boosted its population from 44,913,000 in 1950 to 55,675,000 in 1957, when a special census was taken. Housing in the city zone rose from 15,743 dwelling units in 1950 to 19,214 in 1958.

■ Principal industries include lemon packing, employing 1,950 workers at an average weekly wage of $74; electronics research and development, 1,600 workers at an average of $110 a week; and printing, 350 employes at an average $98 a week.

Since 1956 new plants have been built in the area by such companies as Instral Inc., instrumentation and control manufacturer; Aero-Guidance Corp., radar electronic device and missile control manufacturer; Zahorski Engineering, research company; Airophysics; Raytheon; General Electric "Tempo"; Jefferson Electronic Products Corp. and Santa Barbara Research Center.

Retail sales in the city increased from $73,719,000 in 1948 to an estimated $105,535,000 in 1958, including food, $20,075,000; general merchandise, $4,120,000; furniture, $7,174,000; gasoline, $5,115,000; lumber and hardware, $9,150,000; eating and drinking places, $6,497,000; apparel, $8,994,000; and automotive $11,212,000.

Ogden

Weber County, Utah

Located 35 miles north of Salt Lake City, at the confluence of the Ogden and Weber rivers, and at the foot of the Wasatch Mountains, Ogden is the principal railroad center of the region between the Rockies and the West Coast. Four railroads maintain roundhouses and repair shops in the city, and it is headquarters for much of the construction work in the western states.

Manufacturing industries are important also, with the principal industries including flour milling, meat packing, vegetable canning, beet sugar refining, candy, tin cans, cement, butter and powdered milk. It also has an oil refinery.

Like Salt Lake City, its larger neighbor, Ogden was laid out by Brigham Young, and settled by the Mormons.

■ In 1950 Weber County, which Census Bureau defines as the Ogden metropolitan area, had a population of 83,319, and that total has grown to an estimated 108,500 in 1959. Housing in the county increased from 24,696 dwelling units in 1950 to an estimated 30,000 units in 1958. The civilian labor force in the metropolitan area has grown from 41,347 workers in 1950 to an estimated 52,800 today, with 50,300 of them presently employed. The industry-by-industry breakdown includes: manufacturing, 5,210; railroads, 3,440; construction, 2,000; wholesale trade, 1,210; retail trade, 6,400; agricultural, 3,500.

Ogden recently added two major companies engaged in rocket engine and fuel production.

Thiokol Chemical Corp. now has 2,400 scientists, technicians and others with a $1,500,000 monthly payroll. This is expected to triple in the next five years. The other, Marquardt Corp., has a current employment of 1,500, with 3,000 anticipated at the end of 1960.

Retail sales in the metropolitan area rose from $75,572,000 in 1948 to $118,000,000 in 1958, and will show a healthy increase this year. In the first half of 1959 retail sales reached almost $90,000,000.

New homes built in the first half of this year increased 93% and non-residential construction rose 163%. Total value of mortgages rose 27%. Wages increased an average of 11¢ per hour. There were 44,300 vehicles registered in Weber County during 1958, and so far in 1959 the total is 46,500. The county includes 140 manufacturing plants. Value of farm products exceeded $10,000,000, with dairy products leading at $5,000,-

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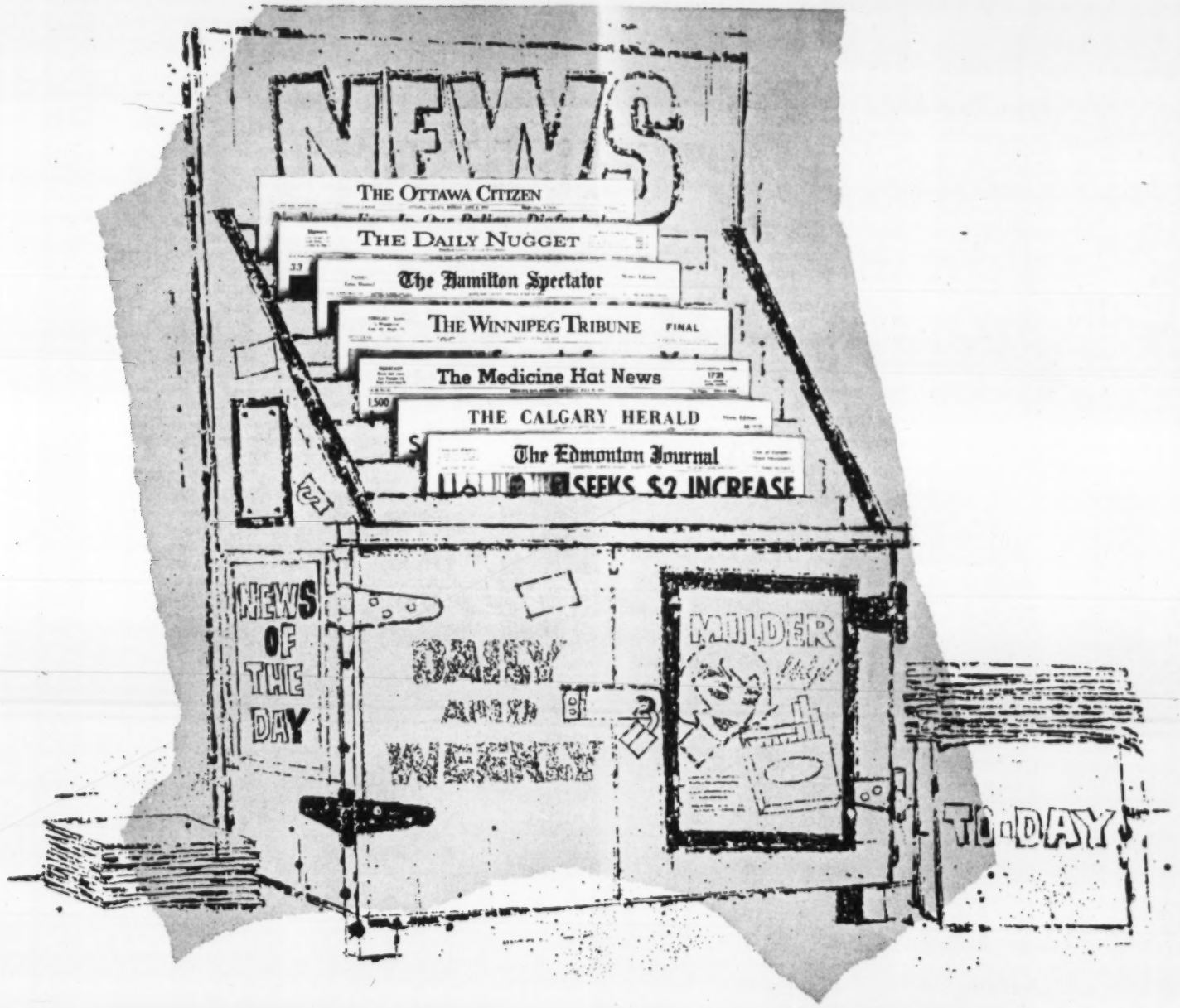

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THE EDMONTON JOURNAL
THE VANCOUVER PROVINCE*
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000 and livestock a close second.

In the city of Ogden population rose from 57,112 in 1950 to 68,500 in 1958 and an estimated 72,000 today. Effective buying income is $5,449 per family, and if the rate of increase in the first half of this year continues, personal income will rise to almost $300,000,000 from last year's $203,000,000.

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Both consumer spending and employment reached successive peacetime peaks in every month of 1958 and the first half of 1959.

Retail sales in the city rose from $68,970,000 in 1948 to $83,791,000 in 1954, including food, $26,397,000; general merchandise, $9,650,000; furniture, $6,643,000; gasoline, $7,498,000; lumber and hardware, $10,985,000; and eating and drinking, $5,298,000.

Provo

Utah County, Utah

Provo, county seat 45 miles southeast of Salt Lake City, is an important steel center, the largest industrial operation in the area being the Geneva steel plant. Principal industries include steel products, cast iron pipe, steel tanks, foundry products, anhydrous ammonia and other fertilizers, lingerie, children's hats and bonnets and canning of fruits and vegetables.

The city houses Brigham Young University, with some 11,500 students, and Central Utah Vocational School, with 1,256 students. New construction at the university last year totaled $5,500,000.

■ Population of Utah County rose from 81,912 in 1950 to an estimated 105,000 in 1958. Housing grew from 21,976 dwelling units in 1950 to 26,800 units in 1958. County construction in 1958 included 299 units, residence subdivisions, valued at a total $4,285,000, of which Provo accounted for $1,901,500 and other cities, $2,110,000.

Provo has boosted its population from 28,937 in 1950 to an estimated 40,000 in 1958. Housing increased from 7,650 dwelling units in 1950 to 9,700 in 1958. Industrial additions in the city last year totaled $2,000,000.

BOISE BUSINESS—*Food processing is a major industry for Boise, Ida., and a major Ada County crop is onions, shown here at harvest time.*

Retail sales in the city rose from $36,551,000 in 1954 to an estimated $45,980,000 in 1957, including food, $8,967,000; general merchandise, $7,897,000; furniture, $2,990,000; gasoline, $3,862,000; lumber and hardware, $2,167,000; eating and drinking, $1,890,000; apparel, $3,063,000; automotive, $11,669,000; and drugs, $1,685,000.

Boise

Ada County, Idaho

Agriculture and government are the two basic activities underlying the economy of Boise.

Boise lies in the rich irrigated lands that make southwestern Idaho an area of diversified farming—cattle, fruit, vegetables, and hay being major products. It is also the state capital and the regional headquarters of the Bureau of Reclamation.

A city of 34,383 in 1958, a total virtually unchanged since 1950, Boise is not only the largest in the state but it is the largest in the long sweep from Portland or Spokane to Salt Lake City. It lies midway between Spokane and Salt Lake City.

■ Employment figures in Ada County (greater Boise) indicate the importance of this city as a trading center, both retail and wholesale. Non-agricultural employment in 1958 was estimated in these groups: wholesale and retail trade 1,620 employes; manufacturing, 2,000; construction, 2,050; transportation, communication and other utilities, 2,550; services, 4,250; finance, 1,620; and government, 4,700.

Population of Ada County rose from 70,649 in 1950 to an estimated 81,000 in 1959. Housing grew from 23,014 dwelling units in 1950 to an estimated 31,500 units in 1958. Retail sales grew from $78,073,000 in 1948 to a total estimated by *Sales Management* at $126,841,000 in 1958, while buying income reached $143,075,000.

■ In Boise, where population has remained stable in the 1950s, the housing census as of April, 1950, showed 11,969 dwelling units, of which 12% were in structures built since 1940, and 95% were occupied. Of these, 6,599 were owner occupied, or 54%, and had a median value of $6,500 per unit.

Retail sales in Boise $86,834,000 in 1954, reported by the Business Census. In 1957 retail sales were estimated in these groups: food, $23,508,000; general merchandise, $18,762,000; furniture, $6,534,000; gasoline, $11,383,000; lumber and hardware, $7,465,000; eating and drinking places, $6,360,000; apparel, $4,556,000; automotive, $27,383,000; drugs, $3,715,000.

Major industries in the city include construction, with 2,090 employes; food processing 470 employes; and printing, 320 employes.

Reno

Washoe County, Nevada

Of the 160,083 people in the state of Nevada in 1950 (Nevada has the smallest population of any state in the union), 32,497 lived within the city limits of Reno, and 50,205 lived in Washoe County, of which Reno is the county seat.

Today the proportion is about the same as the population for Reno has risen to an estimated 54,500 and for Washoe County to an estimated 80,050.

The city, just across the California border in west central Nevada, is one of two population clusters in the state—the other being Las Vegas, some 350 miles to the southeast.

Both cities have benefited from the fact that gambling is legal in the state of Nevada, and that state divorce laws are simple and require only six weeks' residence. But Reno is also an important trading and distribution center for a large, but sparsely settled territory.

■ Washoe County had total retail sales in 1948 of $79,643,000, a total that rose to $153,451,231, or 26% of the total for all of Nevada, in the fiscal year ended June 30, 1959, the figures show, based on reports of the sales tax division of the Nevada State Tax Commission. The total included food stores, $20,898,364; eating and drinking places, $26,978,267; new and used auto dealers, $19,249,368; manufacturers and wholesalers, $11,775,141; drugstores, $9,551,013; building materials, yards and stores, $6,564,779; and apparel stores, $6,614,961.

Housing in the county rose from 17,186 in 1950 to 23,514 units in 1958.

■ Gambling is the major industry of Reno, employing 5,357 wage earners. Far down the line, the next biggest employer is Stead Air Force Base, with 2,600 workers; manufacturing and mining, 1,891 workers; food, 675 workers, and lumber, 540 workers.

Retail sales in Reno rose from $99,811,000 in 1954 to an estimated $146,000,000 in 1957, including food, $21,500,000; eating and drinking places, $17,600,000; automotive, $25,500; and general merchandise $14,900,000.

Billings

Yellowstone County, Montana

Proximity to the oil fields in the Williston Basin of eastern Montana and western North Dakota, as well as the Elk Basin and Worland areas of Wyoming, has made this southern Montana city a natural spot for location of division and district oil company offices. At last count, there were 114 such offices in the city.

The city includes several crude oil refineries, has 2 packing houses which slaughtered $4,931,000 worth of hogs in 1956, and is an important point of call for tourists traveling between Yellowstone and Glacier national parks.

■ Yellowstone County had a population of 55,875 in 1950, and this has grown to an estimated 78,568 in 1958. Housing increased from 17,664 dwelling units in 1950 to 22,927 units in 1958.

Billings had 10,552 dwelling units in 1950 and 12,877 units in 1958. Major industries include manufacturing, with 2,877 workers; construction, 1,862 workers; mining, including oil exploration, 821 workers, and wholesale and retail trade, 6,341 workers. Cattle inspected in Billings yards in 1955 amounted to 217,555, with a market value of $24,343,443. Billings is the center of an area that includes 53 producing oil fields in the Williston Basin. More than 146 production, refining, geological, lease, supply and service establishments are located in Billings and they employ more than 2,300 persons. Refinery production totals 45,000 bbls. daily.

Retail sales in Billings in 1954 totaled $83,546,000, including food, $15,349,000; general merchandise, $7,569,000; and furniture, $6,401,000.

Bremerton

Kitsap County, Washington

Government activity at the Puget Sound Navy Yard provides the basis for business at Bremerton, which consequently last saw much

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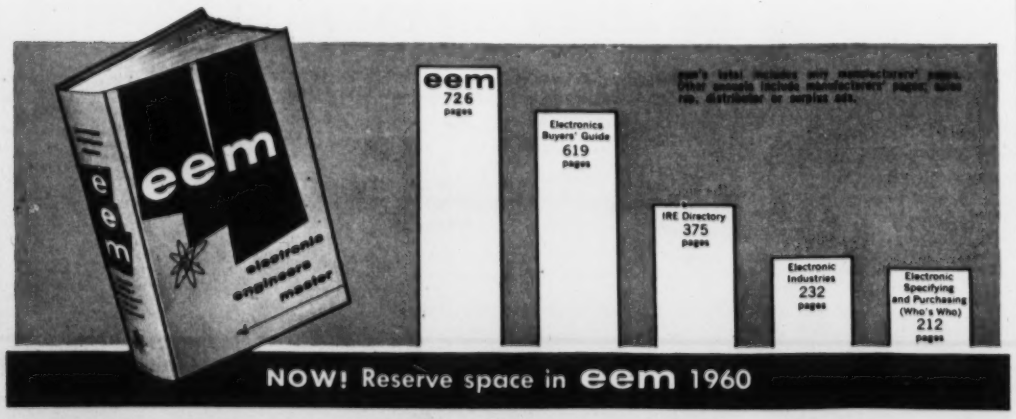

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growth during the Korean war but has cut back since.

Bremerton's population in 1950 was 27,678, a total which Korea helped boost to 33,200 in 1952 but which last year dropped to an estimated 28,700 as the Navy Yard reduced activity. Employment at the Navy Yard dropped from 15,000 in 1952 to 10,200 today, and the average weekly wage now totals $107. Housing dropped off slightly from 10,834 dwelling units in 1950 to 10,363 in 1958. During the Korean war Bremerton had been declared a critical defense housing area, facilitating construction of new housing.

■ Retail sales in the city are currently estimated at $558,500,000 and for the metropolitan area, $93,500,000. In 1954 the business census reported retail sales at $48,776,000, including food, $9,774,000; general merchandise, $7,356,000; furniture $2,505,000; gasoline, $2,292,000; lumber and hardware, $3,293,000; eating and drinking places, $3,205,000; apparel, $2,314,000; automotive, $9,265,000; and drugs, $2,761.

The Bremerton chamber of commerce told AA that "quite a bit" of small manufacturing companies have sprung up in and near the city, and the total of their employment comes to 895 workers. In lumbering and wood products, there are now employer units, the chamber reported, and in stone, clay and glass, eight units; machinery (except electric) four units; durable goods, six units; and food and food products, 21 units. The annual payroll of the small industries is $1,282,437.

Kitsap County population rose from 75,274 in 1950 to an estimated 78,400 in 1957 and 81,888 in 1958. Housing grew from 29,060 dwelling units in 1950 to 30,250 units estimated in 1958.

Great Falls

Cascade County, Montana

Great Falls, with a 1959 population estimated at 54,500, is the largest city in Montana, taking the honors away from Butte, with less than 35,000, and Billings, with something in the neighborhood of 45,000. The city is in central western Montana, on the Missouri River, in a rich agricultural and stock-raising area which also is rich in minerals, including oil.

Principal manufacturing industries include oil refineries, railroad shops, packing plants and an electrolytic plant of Anaconda Copper Mining Co.

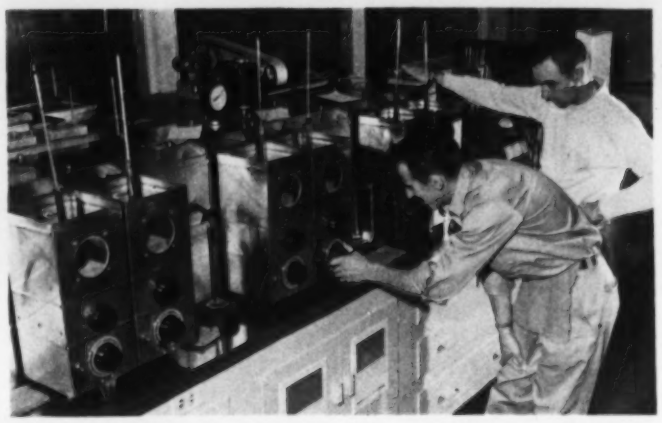
Two factors make growth prospects good for Great Falls:

1. The construction of two multi-purpose dams, Canyon Ferry on the Missouri River and the Tiber on the Marias River, with the purpose of stimulating both agricultural and industrial development.

2. The inauguration ten years ago of regular truck service between Great Falls and Canada and Alaska, carrying several million dollars' worth of goods annually.

■ Population of Cascade County rose from 53,021 in 1950 to an estimated 75,000 today. In addition, Malmstrom Air Force Base has 4,500 military personnel, and 500 or 600 civilian personnel. Now under construction in the county is a SAGE project for the Air Force, for defense. International Business Machines has started bringing in engineers who will number 200 by next January, including 100 who will remain permanently for maintenance of SAGE equipment, in addition to military personnel there.

Housing in the country has grown for 16,520 dwelling units in 1950 to 23,100 units in 1958. Some 1,333 farms in the county sell



MONTANA REFINING—*Refining is big business in Montana, which sustains ten refineries, some with latest technical processes, as at Billings Continental Oil Co. test laboratory, above.*

products valued at $13,831,500 a year.

■ Great Falls housing totaled an estimated 17,084 dwelling units in 1958, up from 12,586 units in 1950. Among principal industries, building has 3,270 workers; the Air Force base, 5,608 workers; copper, zinc and aluminum manufacture, 1,938 workers; car shops, 375 workers; flour and feed, 267 workers; and oil refining, 115 workers.

Retail sales in the city totaled $79,884,000 in 1954, including food, $14,845,000; furniture, $5,796,000; and gasoline, $4,831,000.

Bellingham

Whatcom County, Washington

This city on the northern end of Puget Sound is primarily a center for the manufacture of lumber, pulp and paper, and it is the center for fishing and food processing. The region to the north and east is one of the most important producers of strawberries for the frozen foods industry.

Bellingham is an attraction also for Canadian shoppers, who come in from Vancouver, B.C., and New Westminster, B. C. This has become increasingly important since Canada lifted the restrictions several years ago on export of Canadian funds, and since the U. S. dollar dropped below par with the Canadian dollar.

Tourist trade is important for Bellingham also, from its location as a supply center for the San Juan Islands to the west, and as the jumping off point for Mount Baker and the rugged northern Cascade mountains.

■ Whatcom County, in which Bellingham is located, had a population of 66,733 in 1950, and that total rose to an estimated 73,000 in 1959. The last census of housing, in 1950, set the number of dwelling units in the county at 23,527. Population of Bellingham, which was 34,112 in 1950, rose to an estimated 37,000 in 1959.

Last year Whatcom County's 4,854 farms turned out products with total value of $24,584,000; in Skagit County, 3,165 farms produced products with a value of $18,860,000; and in San Juan County the figures were 376 farms, $1,082,000.

■ Major industries in Bellingham include lumber and wood products, with 1,685 employes; food processing, 1,181 employes; pulp and paper, 657 employes; and fishing, 437 employes, all averaging $120 a week in wages.

Retail sales in the city in 1954 totaled $56,747,000, including food, $12,495,000; general merchandise, $6,976,000; furniture, $2,728,000; gasoline, $2,878; lumber and hardware, $5,061,000; eating and drinking places, $4,138,000; apparel, $4,187,000; automotive, $7,297,000; drugs, $1,641,000.

Richland

Benton County, Washington

Note: In 1952, Advertising Age's last special report on the Western market included Richmond not because it qualified as a city of 25,000 or more in a county of 50,000 or because it was a standard metropolitan area, but because it was an interesting example of a newly created market of some importance. This time Richmond is included, not only because of that interest, but because it now qualifies—Benton County's population exceeded 70,000 last year, and Richmond exceeds 26,500.

At the beginning of 1943, Richland was a sleepy village of some 250 persons engaged primarily in fruit growing and truck farming. The quiet of this scene was permanently shattered later that year when the U. S. government selected a 620-square-mile area north of Richland as the site for the Hanford project.

The village of Hanford (now a ghost town inside the Hanford reservation) grew from 250 to more than 50,000 during 1944 when it was hometown for the constructors of Hanford's first atomic reactors and supporting facilities. With completion of construction, Richland became headquarters for the Hanford plant. Richland's population has leveled off at about 26,500.

■ General Electric Co. operates the plant as a contractor for the U.S. Atomic Energy Commission. Most of Hanford's 8,000 employes live in Richland, and the plant with its more than $50,000,000 annual payroll is the backbone of the town's economy. Until recently, most Richland real estate was owned by the government, which also provided municipal services. However, sale of property began in 1957 and Richland was incorporated as a first class city in 1958.

Early Hanford operations were

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Photo by Mansfield and Cox. Courtesy of Flower Grower, The Home Garden Magazine

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Fertilizers, insecticides, seed and soil treating agents, weed killers... aids to the modern gardener created by the Chemical Engineer's technology.

The complex, multi-billion buying chemical process industries — from drugs and dyes to plastics and fertilizers — are tied together by their common dependence on chemical processes and techniques, similar equipment and raw material needs... and the ever-present chemical engineer who makes them work. He designs and builds the plants, develops the products and processes and makes them pay. Naturally his voice is heard at every point in the buying procedure.

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Published every other monday for Chemical Engineers in all functions

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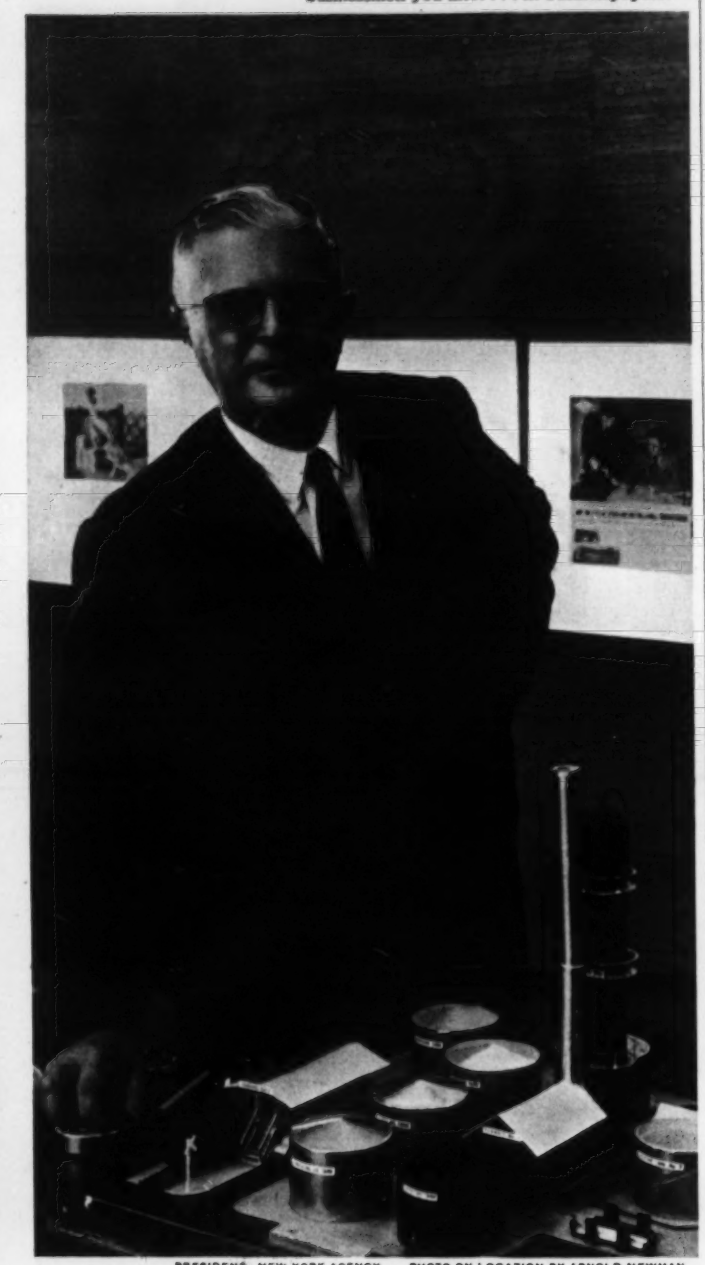

PRESIDENT, NEW YORK AGENCY . . . PHOTO ON LOCATION BY ARNOLD NEWMAN.

Advertising in businesspapers means business as any advertising man who knows his business will tell you—*because* men who read businesspapers mean business

advertising works best in a businesspaper its readers are sold on . . . an ABC audited, bought-and-paid-for ABP paper.

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cloaked in complete secrecy and it was not until the first atomic bomb was dropped on Hiroshima in 1945 that the great majority of Hanford employes learned the purpose of the giant plant. Hanford's primary purpose has not changed through the years. Through a complex and exacting series of operations, uranium metal is irradiated in huge atomic reactors. A portion of the metal is changed during this process into a completely different artificial element, Plutonium, which powered the second atomic bomb dropped by the U. S. during World War II.

Although access to the Hanford plant is restricted, considerable information about Hanford manufacturing and research activities has been released.

■ Laid out with government funds and the best of city planning, Richland is a modern and model city. At the outset, all land and buildings were owned by the federal government. Currently, however, the AEC is in the midst of a program to sell houses to occupants, converting the city to more conventional operation. Because of the substantial number of scientists and engineers employed by AEC, the level of incomes is substantially above average here.

A few miles down the Columbia River from Richland is Kennewick. Prewar Kennewick was primarily a market center for nearby dry wheat lands and irrigated farming, and it has important food processing plants.

■ Across the Columbia from Kennewick (in Franklin County) is Pasco, division point on the Northern Pacific Railroad and the head of deep water transportation on the Columbia River. Prewar it was the largest of the three cities. Currently, estimates give Pasco 15,000, people and Kennewick 14,000, compared with the 1950 census of 10,228 at Pasco and 10,106 at Kennewick. Both Kennewick and Pasco have been swelled by overflow from Richland of workmen employed both at the plutonium plants of AEC and contractors undertaking the continued expansion of these plants.

■ Spurring the local economy is Ice Harbor Dam, being constructed eight miles northeast of Pasco at a cost of $100,000,000. New plants include a $15,000,000 plant of Phillips Pacific Chemical Co. and B-C Pulp Mill's $9,000,000 plant.

Retail sales for Franklin and Benton Counties in 1957 was estimated at $95,061,000. For the tri-city area, retail sales in 1957 were estimated at $79,162,000, including food, $20,342,000; general merchandise, $6,512,000; and automotive, $15,586,000.

TODAY'S THE DAY

To find out more about the $591 million Vermont market. Write for free data and for details on the six-paper group that home-delivers your client's message to the region where 93.9% of the buying power is located. VERMONT ALLIED DAILIES, Rm. 516, Statler Office Bldg., Boston, Mass.

Bakersfield

Kern County, California

Gold brought the original influx of settlers to Kern County and Bakersfield, but it is largely oil that has been responsible for their recent growth. Bakersfield is about 130 miles northwest of Los Angeles, at the southern end of the San Joaquin Valley.

The city itself has seen population grow from 34,784 in 1950 to 54,093 in 1958, and in addition there is a heavy cluster of unincorporated areas in the city's suburbs. This "Greater Bakersfield" area is the wholesale center for the greater part of Kern County, as well as an important manufacturing center, the most important industries being oil field equipment, machine shops, foundries, creameries and meat packing.

■ Petroleum and allied products are by far the most important products of the surrounding area, but agriculture from irrigated fields in the low-lying desert-like southern end of the San Joaquin Valley are also important.

Leading crop is cotton, which represented production value of $89,067,000 in 1957 (up from $49,122,000 in 1957), potatoes, $24,702,000 (down from $32,543,000 in 1957); and other field crops, $36,400,000 (up from $24,442,000).

■ Personal income in the county rose from $331,547,000 in 1947 to $588,503,000 in 1956. Retail sales rose from $262,615,000 in 1950 to $375,056,000 in 1954, including food, $25,523,000; eating and drinking places, $25,523,000; general merchandise, $35,519,000; apparel, $17,559,000.

In Bakersfield, retail sales in 1,193 stores in 1954 totaled $166,504,000, including food, $31,976,000; general merchandise, $27,693,000; furniture, $10,384,000; gasoline, $11,875,000; lumber and hardware, $15,376,000.

Hawaii

Note: Hawaii and Alaska have achieved statehood so recently that data on the West usually covers the 11 adjoining western states, and does not include these two newcomers. For that reason, they are covered separately here, in addition to the preceding 56 standard metropolitan areas and other population centers of the West.

Like some other elements of the western market, Hawaii is large geographically but relatively small in terms of population. The Hawaiian Islands, located some 2,400 miles west of California, are composed of a chain of coral and volcanic islands stretching for more than 1,900 miles from end to end. The total land area is estimated at 6,435 square miles, about equivalent to the states of Connecticut and Rhode Island, combined.

Almost all of Hawaii's 645,000 people live on the eight larger islands at the eastern end of the chain. Concentration of population is, of course, in Honolulu and the island of Oahu, which accounts for about four-fifths of the total population. The islands are primarily in use as plantations for the growing of sugar and pineapple and various minor crops.

Population constituency is as follows:

Hawaiian and Part-Hawaiian	17%
Caucasian	30%
Japanese	32%
Filipino	11%
Chinese	6%
Other	4%

■ With such a mixture of population, the market characteristics are diverse. Per capita income, at $1,821 in 1957, is only slightly below the U.S. average. The most important single source of income is the federal government through the military establishments, with wholesale and retail trade second, and services, agriculture and manufacturing following in that order. Tourist business also is big.

With most acreage devoted to production of sugar cane and pineapple, Hawaii is highly dependent on imports of practically all kinds of food-stuffs. Manufacturing industries, other than those related to food processing, are increasing but historically have been relatively unimportant. Accordingly, imports are heavy. Leading commodities imported from the mainland are petroleum products, building cement, food products, lumber, fertilizers, newsprint, iron and steel mill products. Imports from the continental United States total about 3,000,000 net tons annually.

■ Hawaii's industries, with the exception of pineapple and sugar and military activities are geared to the tourist trade. Tourism is a $100,000,000-a-year industry—and is growing about 20% per year. Plans for a $350,000,000 residential-tourist-convention model city have been announced by Henry Kaiser, scheduled for completion by 1965. This may be a basic measure and indicator of other developments on the horizon linked to the expanding tourist trade.

Recent and current developments related to growth of industry include: construction of a $40,000,000 petroleum refinery; a steel refinery; plants for plastic products, lead refining, galvanizing, and chrome plating; and various fabricating plants. And, two new $12,000,000 cement manufacturing plants have been announced. These developments, coupled with population growth (from 500,000 in 1950 to 645,000 in 1959) plus the 20% per year increases in tourist trade and the strategic position of the Islands in trade and transportation with Asia and the South Pacific, make Hawaii an important part of the western market.

Alaska

Despite its huge area (587,000 square miles and twice the size of Texas), most of the 210,000 people of Alaska and the economic life of the new state are located in the southeast area in and around the cities of Anchorage,

New London Has Conn.'s Top Sales in Apparel!

Here it is—the market that offers you the *highest* apparel sales per household of *any* Conn. city of 25,000 or over . . . a well-clad figure of $738 per household average (SM Survey '59).

You'll sell most where they buy most, through THE DAY, the only local daily, covering 98% of this 66,547 ABC City Zone.

The Day

NEW LONDON, CONNECTICUT

National Representatives:

GILMAN, NICOLL & RUTHMAN

'A Great Ad Is One Man with a Pencil' . . .

Johnson & Lewis Accents 'Creativity'

It's Big Ax in Competing With East; '59 Billings Double to $7,000,000

SAN FRANCISCO, Oct. 15—"Our business is a graveyard—sometimes a multi-million dollar graveyard—of admen who try to establish some standard other than that of creative excellence to justify their existence."

These are the words of Daniel H. Lewis, 38, dynamic, articulate owner-president of one of San Francisco's oldest agencies, Johnson & Lewis Advertising, created in 1917 as the Charles R. Stuart Agency to handle Bank of America advertising.

Daniel H. Lewis

They are words which pinpoint the philosophy by which the youthful Mr. Lewis built his agency from a staff of eight and billings of $2,500,000 in 1957 into a highly creative organization of 60 employes and annual billings in excess of $7,000,000 in 1959.

▪ Mr. Stuart retired in 1942, selling out to Charles P. Johnson, who had joined him in 1932 as account executive for Bank of America. Mr. Johnson carried on, under the Stuart name, until Mr. Lewis became a partner in 1957, when the name was changed.

In 1958 Mr. Johnson retired, and early this year the agency was incorporated, with Mr. Lewis as president and with a board of directors of four vps—Haiden Ritchie, Walter Terry, Robert Footman and Courtenay Moon.

From its inception in 1917 through to the post World War II period, the agency handled approximately $20,000,000 in advertising for its clients. An additional $28,000,000 has been billed since, of which 25% will be billed this year.

▪ Johnson & Lewis has three clients whose advertising appears on the national scene: Bank of America, American President Lines, and Port of San Francisco. Its remaining clients are regional accounts: Blitz-Weinhard Brewing Co. in Portland, and River Valley Foods, Donald Duck Orange Juice, Eleven Cellars Wines, all in San Francisco, and the San Francisco Lighthouse for the Blind, a charity account which the agency handles at no fee.

WINNER—*This is from an ad series for American President Lines which won for Johnson & Lewis a first prize in the 1959 Advertising Assn. of the West competition.*

Three of the biggest accounts, American President Lines, Blitz-Weinhard and the California Wine Assn., have been acquired in the last 18 months. These are account acquisitions which reflect a billing growth from $2,000,000 in 1956 to $2,500,000 in 1957; $3,500,000 in 1958 and $7,000,000 this year.

Of the agency's total billings, the media allocations last year were as follows: newspapers 21.5%, magazines 37.5%, business papers 2.4%, radio 4.8%, television 5.8%, outdoor 23.3%, and transit 4.7%.

▪ Mr. Lewis got his agency start at McCann-Erickson, San Francisco. So did vps Haiden Ritchie and Bob Footman and account executives Jack Little and Ralph Davis. And although creative director Courtenay Moon got his early training at Y&R, he also worked with Mr. Lewis at McCann-Erickson.

Dan Lewis has his own ideas on how to run an agency:

"I'm against the idea that a creative department should dictate to the account group," he asserted, "just as I am against ac-

Man-Size Results!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly—St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years

Juneau and Fairbanks.

The portion of the state is, nevertheless, a huge area and a relatively small market. Major industries historically have been fish, lumber, gold, and furs, with much of the economy linked to the $120,000,000 per year activities of the federal defense establishments.

▪ The state imports about 95% of its food and fiber requirements but major efforts are being made to expand agriculture. Prospects for expansion are good.

In recent years, coal mining has increased substantially (1957 production was valued at $6,500,000) and since 1958, after a 900 barrel-per-day oil well was developed. Alaska is said to be the "hottest wildcat area in the world today." Exploration activities are continuing. There are also some major hydro-electric developments in the planning stages. These various developments in energy sources have created large markets for allied equipment and machinery.

▪ The future of the tourist industry is somewhat dependent upon the development of more and better accommodations to complement the endless variety of spectacular scenery, the fishing, the winter sports and the midnight sun. In 1957, there were some 57,000 tourists who visited the region. This number will increase and a combination of private and public investment may well make tourist gold far more important than the metal that has created Alaska's fabulous reputation.

Expanding tourism, in combination with the accelerated development of this great area's natural resources and transportation system, point to increased markets for all types of goods and services.

The Syracuse Newspapers' Circulation Delivers the TOTAL Standard Metropolitan Area and... MORE!

When you think of the Syracuse Market... Think About ALL of It!

FIFTEEN COUNTIES—One-third the total area of New York State. **There's ONE efficient way to sell ALL this BIG market!** The Syracuse Newspapers **deliver** 100% of Syracuse and Onondaga County and up to 90% coverage in the newly established three-county Syracuse Metropolitan Area* . . . PLUS . . . up to 76% in the 12 surrounding counties which comprise the TOTAL SYRACUSE MARKET. **No other combination of media delivers comparable coverage at comparable cost!**

FULL COLOR AVAILABLE — DAILY AND SUNDAY

Represented Nationally by MOLONEY, REGAN & SCHMITT

AMERICA'S Best TEST MARKET

BIG IN SPENDING-POWER
$2,584,890,000
TOTAL BUYING INCOME

BIG IN BUYING-POWER

Retail Sales	$1,715,762,000
Food Store Sales	$ 421,980,000
Restaurant and Tavern Sales	$ 131,333,000
Drug Store Sales	$ 46,514,000
Automotive Sales (and allied products)	$ 418,268,000
Clothing	$ 103,830,000

BIG IN CONSUMER-POWER

Population	1,432,700
Households	423,900
Automobiles	472,184

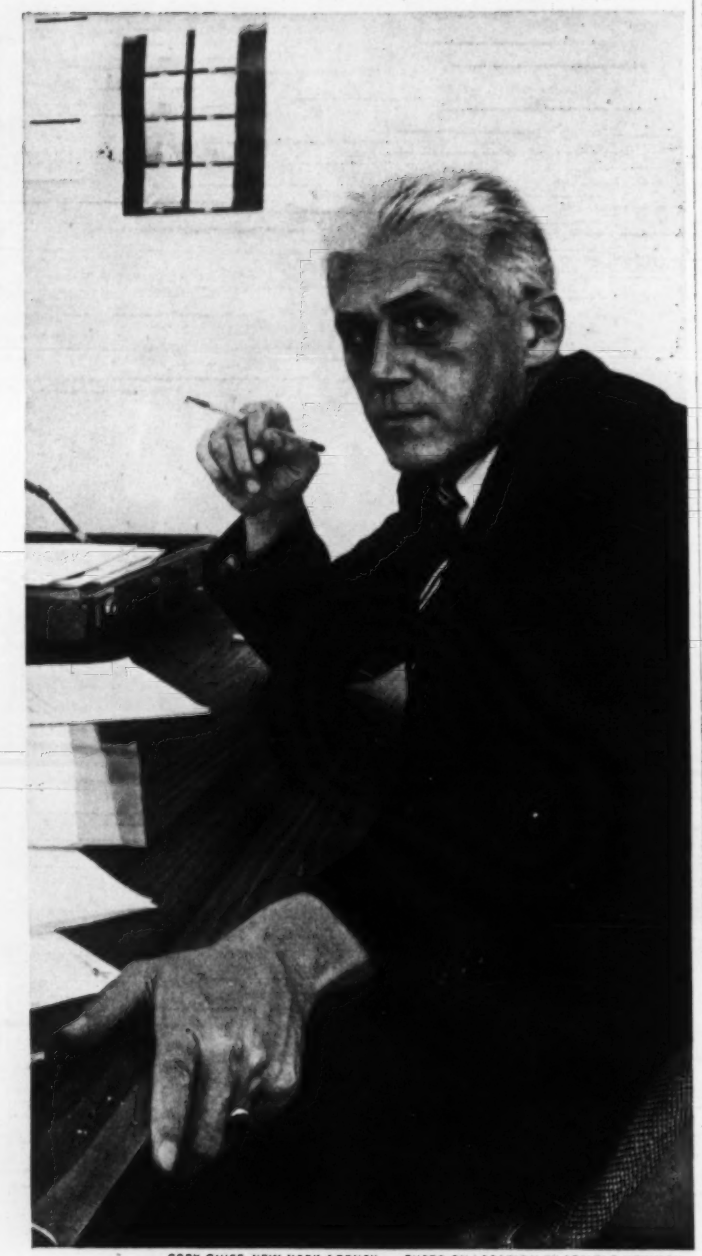
the SYRACUSE NEWSPAPERS

HERALD-JOURNAL & HERALD-AMERICAN
Evening Sunday

THE POST-STANDARD
Morning & Sunday

ABC CIRCULATION: Combined Daily 229,181 Sunday Herald-American 202,737 Sunday Post-Standard 103,496

If you like the sweet smell of success—
businesspapers are your kind of medium.
This is where pro meets pro. Men who know advertising know you build recognition and results, fast—talking business to men who want to *do* business . . . in businesspapers.



COPY CHIEF, NEW YORK AGENCY . . . PHOTO ON LOCATION BY ARNOLD NEWMAN.

Advertising in businesspapers means business as any advertising man who knows his business will tell you—***because*** **men who read businesspapers mean business**

people pay for businesspapers they want
. . . read the businesspapers they pay for.
Note: all ABP papers are "paid".

ASSOCIATED BUSINESS PUBLICATIONS • 205 E. 42nd St., N.Y. 17 • 201 N. Wells St., Chicago 6 • 1904 National Press Bldg., Wash. 4

count men who dictate ads to creative people. I've worked in and with agencies which have foundered on either principle.

"That's ossification again—what happens when principles become stronger than people. I like strong people, and no one knows better than I how hard they are to find and how expensive they come."

■ Mr. Lewis believes that differences in agency jobs in the East and West have lessened:

"Although I know that in the past, advertising jobs in the West had a lower salary range than comparable positions in the East, I believe that now this relationship has more or less equalized itself. I certainly feel this is true of our own agency.

"While we are 3,000 miles away from Madison Avenue in a geographic sense, we are much closer in a competitive sense—and we are forced to compete on the salary level as well as on other levels.

"Our ability to pay top salaries is a major advantage in meeting competition from the local branch offices of major national agencies. Because we retain all the profits in the company—in other words, because we do not have to contribute toward the support of a parent organization out of these profits—we are able to compete on more than equal terms with respect to salaries."

■ Discussing his agency's new business philosophy, Mr. Lewis contended that the client hopping among agencies which has been prevalent the last year or so, "reflects to a large extent on the conduct of agency people themselves, and their methods of solicitation.

"This is a sore point with me. From my personal experience, I can recall a number of instances in which major agencies have gone to extreme lengths to solicit an account away from J&L even after they had been told by the account that the client was happy with our relationship.

"I don't know how other agency men feel, but I for one cannot get very enthusiastic over trying to break up a happy client-agency relationship in order to get some new business. I think that when clients observe agency conduct of this nature, they become cynical about agency-client ethics. If the largest agencies in the U. S. conduct themselves on this basis, this would seem, to the client, to set the tone for the industry as a whole.

■ "We recognize that growth is vital and necessary to the continuing existence of an agency. It is very hard for an agency to stand still. For one thing, if you stand still, your personnel, particularly key personnel, become dissatisfied because there is no way for them to grow.

"And even your younger personnel become unhappy because they feel there is no future for them. In order to hang on to the people you want, continuing growth is necessary and beneficial. But at the same time, I think that an agency can grow and still maintain ethical standards of solicitation.

"Thus far, our agency has never made an unsolicited presentation. True, we like to keep in touch with prospective clients, but nothing beyond an occasional lunch to keep them informed as to our facilities.

"We certainly have no intention of ever soliciting an account that is happy with its present advertising and agency. In other words, we feel there will always be enough clients who, fortunately or unfortunately, become dissatisfied with their advertising agencies for the usual reasons . . . a decision that the clients arrive at themselves in their own councils. This pool is large enough to supply our need for new business for our future growth."

■ A considerable amount of unusual "creative" advertising comes out of the West, particularly from San Francisco. For this Mr. Lewis credited these factors:

1. The influence of Hollywood as a U. S. center for film and broadcast media.

2. Favorable climate, which attracts top flight talents and people "who can afford to live wherever they want to.

"One of the major reasons a lot of unusual work comes out of the West," Courtenay Moon commented, "is that the western agencies which produce this type of material are not as heavily researched. By that I mean the creative departments are not under the organized influence of a large-scale research department and are therefore not so easily 'formula-ized.'

"As the large agencies grow, the tendency is for the research departments to grow very powerful, making it hard for the creative department to maintain its autonomy and the originality that one finds with so many western agencies."

■ Mr. Lewis adds to this the fact that most western agencies are smaller in billings and staffs than the agencies in the East.

"For this reason," Mr. Lewis contended, "the smaller western agencies are forced to rely on their creativity as a method of gaining clients, as well as keeping present clients sold. Creativity is thus more important than the ancillary services which so many big agencies have to offer, such as research, market advice and a number of other highly specialized services.

"I think this might be one of the major reasons for the difference . . . if there is a difference . . . between western and eastern advertising. We are forced to maintain a very high degree of creative work if we want to stay in business and compete with the specialization of the larger agencies."

Mr. Lewis saw in this a danger in growth for western agencies . . . "unless management can remain aware of the problem and do everything possible to maintain the creative standards of the agency.

"Management should expand only as new talent can be found to serve new accounts without dropping the level of creativity. Our real stability and security will always lie in the strength of our creative department, much more than in size of billings."

■ Commenting on why many top eastern agency executive apparently want to move West, Mr. Lewis said that "California is in the middle of a tremendous population and business boom and advertising, as a result, is growing at a much faster percentage rate than in the rest of the nation.

"This means, of course, that there are more and more opportunities in advertising opening up here in the West. There is also the fact that there are now a number of agencies out here that can be considered big enough to do just about any kind of an ad job that comes along, although the individual is very important within the framework of the agency.

"By this I mean that in most western agencies, the individual is recognized, valued and treated as an individual. At the same time he is given the opportunity of working on major accounts and the chance to work creatively in all media . . . This is appealing to creative minds." #

Johnson & Lewis Personnel, Account Line-Up

Walter Terry

Robert Footman

Courtenay Moon

MANAGEMENT PERSONNEL

Board of Directors

Daniel H. Lewis, president
Haiden Ritchie, vp and assistant to president
Walter Terry, vp and general manager
Robert Footman, vp and senior account supervisor
Courtenay Moon, vp and creative director

Department Heads

John H. Newell, media director
Lee Smith, production manager
Thomas Murphy, traffic manager
Allen Alch, radio, tv copy and production director
Lorraine Beck, chief accountant

ACCOUNTS

Bank of America

Acquired 1923, billing more than $5,000,000.

Account supervisor: Robert Footman. Account executives: Richard J. Little, Hugh McArthur, Haiden Ritchie and Ralph Davis. Assistant account executive: George Lowe.

Langfield Co.

Acquired June, 1954; producer of River Valley frozen vegetables, Donald Duck frozen orange juice; billings relatively small.

Haiden Ritchie, account executive.

San Francisco Port Authority

Acquired August, 1955; billings relatively small.

Richard J. Little, account executive.

American President Lines

Acquired August, 1958; billings more than $1,000,000.

Glenn Grace, account executive.

California Wine Assn.

Acquired October, 1958; producer of 11 Cellars wine, Aristocrat brandy; billings relatively small.

Haiden Ritchie, account executive.

Blitz Weinhard Co.

Acquired July, 1959; producer of Blitz beer; 1958 billings, approximately $325,000.

Ian Cameron, account executive.

Fibreboard Corp. annual report.

Handled in 1957, '58, '59; billings small.

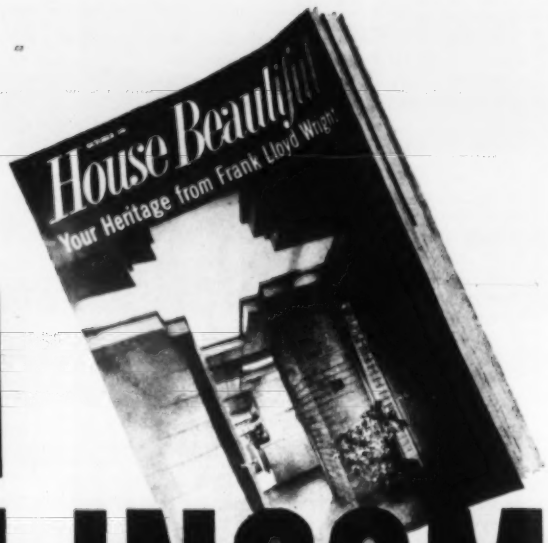
San Francisco Lighthouse for the Blind

Charity account handled without fee.

Richard J. Little, account executive.

HOW COULD YOU

Overlook the sweet Vermont market for your clients? It belongs in any New England campaign—can be covered with just one six-paper group easily and economically. For details, write THE VERMONT ALLIED DAILIES, Rm. 516, Statler Office Bldg., Boston, Mass.



1ST IN HIGH-INCOME READERS

Your advertising dollar in *House Beautiful* buys a higher percentage (59.2%)* of circulation among families with incomes of $10,000 a year and over than in any other home magazine.

House Beautiful families are your prime market of heavy-buying, taste-leading families in the home field. Consider their average income: $15,715* That's 2½ times the national average... 2½ times better prospects for your products.

They are America's 730,000 Pace Setting families who have the means and the desire to "Better Their Homes and Better Their Living,"... AND DO! Here are more than 3½ million readers who buy at once, and once sold, influence millions more to buy.

***House Beautiful* gets more results for your ad dollars because it has more to offer:**

MORE high-income families than any other quality home magazine.
MORE circulation than any other quality home magazine.
MORE paid trade subscribers than any other home magazine.
MORE advertising than any other national home magazine.

*From Bennett-Chaikin Associates, Inc. 1958 Audience Charcteristic Study of *House Beautiful* subscribers.

Only House Beautiful Delivers Leadership Where it Counts... in Actual Sales!

Because it's... 1st in Advertising 1st in High-Income Readers 1st in Buying Power 1st in Trade Circulation 1st in Consumer Buying Influence

Sells Both Sides of the Counter *House Beautiful*

A HEARST KEY MAGAZINE. 572 MADISON AVENUE, NEW YORK, N.Y.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Retired Adman Emery Wonders What Burnett Means by 'Stepping Up Our Advertising Standards'

To the Editor: May a retired adman make an inquiry about the Leo Burnett advertisement published in your Sept. 14 edition carrying the headline, "Is Advertising Keeping Up With the Customers?"

I'm looking for information because I always have been, and still am, an admirer of Mr. Burnett, who was a neighbor of mine for many years in the London Guarantee Bldg.—but still I just can't figure out what he means in his ad, when he says we have to step up our advertising standards to meet the intellect of college graduates and of brains that can send a monkey into space!

Perhaps what confuses me most is WHAT HE MEANS when he says "In the sixties—more than ever before—advertising that talks down to people will wind up beneath their notice."

Is this just a clever catch phrase originated by one of his brilliant copywriters? Or is Mr. Burnett serious, and if so, what does he mean by talking down to people? . . .

When Mr. Burnett sells his cigarets by featuring "heroes" with tattooed hands and arms, is he talking up or down or over or under people? . . .

Personally, I think advertising today is pretty swell. I think most of it is based on a knowledge of PEOPLE and on a knowledge of their reading and buying habits. And I think all admen are tops!

But I can't think Mr. Burnett has a corner on advertising brains to the extent he can tell the entire advertising fraternity that if they don't keep up with his thinking their ads will wind up beneath the notice of the consuming public.

It all depends on what he means by "talking down." Does he mean we shouldn't use simple one-syllable words that are easy to read and understand?

Does he mean we should say FRACAS instead of FIGHT?

Does he mean we should abandon the comic strip technique on the basis it is too juvenile for brains?

Does he mean we shouldn't insult people's intelligence by extolling false "gods"? He couldn't mean that and continue to extoll the he-man virtues of a tattoo!

Does he mean we should give up tv "Westerns" because they will be beneath the notice of men who can send monkeys into space?

Does he mean we should take the beard off dear Mr. Schweppes and the eyepatch off Mr. Hathaway because college graduates will consider them trivial?

Does he mean he will sell Cracker-Jack in the sixties on the basis that while it is unrefined to enjoy the confection during a movie because of audible crunching, nevertheless it is a scientific fact that mastication is beneficial to the digestive system?

What does he mean? . . .

It is my humble opinion, right or wrong, we will all be better off when we follow the 2,000-year-old advice of Aristotle, who said, "Think like a wise man, but communicate in the language of people."

And I doubt very much if our language or emotions will be much different 100 years from now than they were 100 years ago . . .

I am not criticizing Mr. Burnett, nor am I disagreeing with him; I'm just wondering what he means by talking down to people.

Perhaps he will give examples!

Am I alone in my confusion?

Carlyle Emery,
Advertising Consultant, Kalamazoo, Mich.

• • •

Does E. B. Weiss Have ESP?

To the Editor: The Hoover folks were certainly surprised and pleased when they read Mr. E. B. Weiss' piece about their company. What a crystal ball the man has!

He did, indeed, accurately express our copy philosophy, "believable claims." There are too many different types of women, using different techniques, on different kinds of carpets for us to guarantee the results. But we do guarantee the cleaner.

A problem, indeed, has been the tank and canister business, and we are in it. But as he so ably says it, we've stayed with the upright cleaner because of our belief and conviction that it's the most efficient cleaner made, and the easiest to use.

If we didn't know better, we would certainly suspect he had attended some of our sales committee meetings. He must have E.S.P.

W. C. Jones,
Advertising Manager, Hoover Co., Canton, O.

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Takes Issue with 'Experts' in Woolf Column on Renault Ads

To the Editor: I read with mounting approval the article by James D. Woolf in your Sept. 7 issue, and the results of the survey conducted by Mr. Woolf on the effectiveness of the Renault Dauphine ad. I heartily agree with the design experts quoted, but felt that in some areas they were a little vague, and in some cases tended to understatement.

Expert #1: "Much of the copy is set entirely in capital letters, a cardinal sin." Actually, the rule is that ALL HEADLINES OR IMPORTANT COPY LINES *MUST* BE SET IN CAPS. If this expert had *read* the copy in the ad (something neither he nor any of the other experts mention having done) he would have seen at once that *all* of the copy was important. The real mistake was letting that lower-case italic creep in.

Expert #2: "Another critic" was dizzied by all the "dancing letters." He has a real point there, all right; type should sing, not dance. Unless, of course, it is being read on the BMT, or in the rear seat of a Renault Dauphine.

Expert #3: I would suspect #3—"art director of long experience"—received his basic art training under that grand old man of typography, Elbert Hubbard. He says, "No line of type should be over three inches in length." The rule, however, actually states that all copy must be *only* three inches in length. (Incidentally, Mr. Woolf, your column measures only 14½ picas, or 2 13/32 inches—a flagrant violation.) The rest of the "3-inch-rule" says that all type must be leaded 2 points, all caps letter-spaced 2 points, all paragraphs indented 1 em, all product names hand-lettered, and all wrong thinking art directors fired, by God.

Expert #4: He "objects to the fact that the ad is set in four different type faces." Actually the rule-book demands that ads be set in as many different type faces as possible. This will give them the appearance of *fin-de-siecle* Parisian Kiosk hoardings—come to think of it, there is some similarity between the Renault Dauphine ad and French posters. Undoubtedly a coincidence.

Expert #5: "Another critic objects vehemently to the bottom section being set in reverse—white letters against a black background." For references, he cites his early experience in reading Mother Goose, which, in his edition, used black type against a white background. "When type effects depart from the familiar standards," he goes on, he finds the result is a drain on his mental energy. "I am absolutely opposed to copy set in reverse, just as I am opposed to tinted backgrounds." He makes no reference, however, to colored type, only the color of the background, which leads one to suspect that he can only see backgrounds, and that type is only a vague, interfering blur—unless, of course, it is set in the 24-pt Century Schoolbook his Mother Goose primer probably used. I have an unhappy mental picture of Expert #5—half-blind or semi-illiterate, whose mental energy is so often being flushed down the drain.

If you plan to print all or part of this letter, I would like my name withheld in the interests of job security. One of the experts may be from my agency—in fact, the remarks of #5 sound awfully familiar.

Art Director,
New York.

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Needham Reports on Renault

To the Editor: What Jim Woolf and his "panel" say about Renault advertising in the Sept. 7 issue of Advertising Age is, of course, most interesting to us.

As you well know—sometimes the human race meets success by breaking the old established rules. Available evidence indicates that we may have done just that in the case of Renault.

In the first place readership results have exceeded our fondest expectations. Starch studies indicate that the campaign is arousing unusually high interest. The percentage of "noteds" is extremely high, as you might expect, but of greater significance, the campaign has received exceptionally good "read most" ratings—this despite our deliberate violation of orthodox typographic principles. In every instance in which Renault advertising has been measured, we have had as good or better "read most" ratings than other automotive advertisers.

Second, and more important, Renault sales progress has been nothing short of sensational. Sales in 1959 will approach 100,000 units, which is well over double the 1958 volume. In numerous key regions of the country Renault is actually the leader in sales of all foreign cars.

We are gratified that Mr. Woolf is impressed by our Renault advertising's "complete departure from the stereotyped automobile copy that is generally used today."

The evidence presented above would appear to indicate that the departure has been well worth while.

Maurice H. Needham,
President, Needham, Louis & Brorby, Chicago.

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To the Editor: No sooner had James D. Woolf discussed "copycatting" the new Renault ads than this ad by the Bankers National Life Insurance Co. appeared. It ran in the Sept. 4 issue of *National Underwriter*.

Mr. GENERAL INSURANCE MAN:
MULTIPLY YOUR INCOME as a GENERAL AGENT for LIFE, ACCIDENT & HEALTH, and GROUP INSURANCE:
WITH MAXIMUM COMMISSION AND EXPENSE ALLOWANCE
PROFIT SHARING RENEWALS. LIFETIME SERVICE FEES. PENSION. LIFE BENEFITS. Why Not Capitalize On The Sales Advantages Of Bankers National Life's COMPLETE POLICY PORTFOLIO:
SEND NOW!
Bankers National Life
INSURANCE COMPANY
FREE Booklet

Robert L. Crockett,
Public Relations Department, Trinity Universal Insurance Co., Dallas.

• • •

Hubbard Questions Ranking of Top Industrial Publishers

To the Editor: In the Sept. 28 issue of Advertising Age, you report again in detail on the merger of Cahners Publications and In-

Doubts This Outdoor 'First'

To the Editor: I have just caught up with the Sept. 7 Advertising Age which circulated around the office while I was on vacation. The Photo Review on Page 46 offers "A Thinking Man's Song" poster which "may possibly be the first use of outdoor for a record promotion."

As a Thinking Girl, I thought back to April and the Texaco "Swing Into Spring" promotion of a Benny Goodman album. I'm enclosing our release just for the record! I love Advertising Age. If I didn't have to work for a living, I would have more time to read it.

Rosalind Wiffin,
Foster & Kleiser, San Francisco.

SEND FOR BENNY GOODMAN'S NEWEST ALBUM!
$3.98 VALUE FOR $1.00
ASK ANY TEXACO DEALER

"Instantaneous Appeal"
Make the "approach" of your advertising inviting — exciting; impelling — selling. Chicago Phone HA 7-9187.
"That Fellow Bott"
Lee P. Bott, Jr., 64 E. Jackson, Chicago

IF YOUR CLIENTS SELL TO THE
OIL INDUSTRY
YOU OWE IT TO THEM TO CONSIDER THESE FACTS BEFORE FINALIZING YOUR 1960 SCHEDULE

Overlooking something in your 1960 advertising plans?

Passing up a medium so "hot" it is used by more than 500 advertisers every year?

You are if you don't include the Red Letter Day issues of The OIL DAILY in your schedule.

Red Letter Day issues are room-delivered, before breakfast, at all important industry meetings. They give you:

- Pin-pointed coverage of the groups your clients are most anxious to meet.
- Sure, eager, interested readership.
- Life, impact, visibility and a big BONUS of value (delivered to The OIL DAILY paid subscribers as well as to meeting attendants; yet regular rates apply).

Ask your own clients about the place of the Red Letter Day issues at industry meetings. They'll tell you they have become a tradition—looked for, appreciated, read and discussed wherever oil men gather. Send today for the 1960 OIL DAILY Calendar of Red Letter Days. Be sure to provide for them in your 1960 budget.

Regular issues for consistent coverage of the top men of petroleum

Red Letter Day issues for bull's-eye coverage of selected groups

THE OIL DAILY
THE NATIONAL NEWSPAPER OF PETROLEUM
59 E. Van Buren St., Chicago 5 • 70 E. 45th St., New York 17 • 329 National Press Bldg., Washington 4 • 2102 Jackson St., Dallas 1 • 318 Oil & Gas Bldg., Houston 2 • 125 W. Third St., Tulsa 3 • 416 W. Eighth Street, Los Angeles 15

dustrial Publications, and make the statement that their gross advertising income of $6,000,000 will make this new company the fifth largest industrial publishing company in the country, and you name the other four.

I challenge this statement, for I believe that there are a number of industrial publishing companies that have a larger volume than $6,000,000, as you have stated. But what is even more important, I believe you are damaging industrial publishing in the eyes of industrial companies and agencies by stating that industrial publishing is a small business with only five companies doing a volume of $6,000,000 or more a year.

Philip H. Hubbard,
President, Reinhold Publishing Corp., New York.

AA would like to point out that its story was based on statements made by principals of Cahners and Industrial Publications at a press conference called to announce the merger. AA simply reported these statements; responsibility for them rests with the individuals who made them.

• • •

Temple Not with Schlaifer

To the Editor: Would you be good enough to correct a glaring error which appeared in William D. Tyler's piece in your issue of Sept. 21?

On Page 96 the phrase "Layout by Herman Temple of Charles Schlaifer & Co." is seriously misleading, inasmuch as Mr. Temple is a member, officer and artist of our company.

Thanks for the selection and the insertion of the Blue Angel ad; we'd like the reference to be accurate, however.

Sam Kaiser,
Kaiser, Sedlow & Temple, New York.

• • •

Not Mink, Only Mink-Lined

To the Editor: Even here on an old New Hampshire farm vacationing with my family, I am inspired by your continuing attention to "Ads We Can Do Without." Here is a sample from the *N. Y. Times* offering, in large type, a mink

coat for $128 . . . and "at a cloth coat price" . . . because it turns out to be a cloth coat with mink lining!

James H. Kennedy,
Westport, Conn.

• • •

Another One We Don't Need

To the Editor: Would these two ads qualify for "Advertisements We Could Do Without?"

They are only two among a rash of ads designed to mislead which have appeared in local papers the past two weeks. Personal visits to the papers have been ineffective in preventing their publication, referral was made by one of the papers

to the better business bureau as the proper agency to prevent such advertising. The paper evidently overlooked its own part in the matter.

Joseph A. Shirley,
Joseph A. Shirley & Co., Dallas.

AA has reproduced one of the two ads to which Mr. Shirley refers. Seeming to read "1960 Mercurys Here Now," it actually says (when you include the extremely small type): "Announcement of the showing of the 1960 Mercurys is rapidly approaching here and now is your opportunity to save hundreds and hundreds of dollars on 1959 Mercury and Edsel closeouts."

• • •

Kashins Has 'Peculiar Ideas'

To the Editor: Mr. Kashins (AA, Aug. 31) has some peculiar ideas about the nature of communication and language, and his comments on specific examples show either ignorance or defiance of literary usage, the opinions of eminent linguists, and the daily speech habits of respectable people.

A good look at his language, or a reference to the Oxford English dictionary, would have shown Mr. Kashins that people have been saying things like "most unique" for a long time. "A more perfect union," from the "Preamble to the Constitution," is a classic of the language.

Criticism of established—and perfectly clear—forms like "fill in" and "fill out" are futile and foolish.

And the redundancies that Mr. Kashins calls gibberish! Not a single one of them is even ambiguous! Mr. Kashins apparently does not realize that redundancy is an important characteristic of any working language, and that the meaning of a message is signaled many times in the course of an utterance. "There were many children on the playground" signals the plural idea at least five times. Can Mr. Kashins list these signals for me?

Without redundancy, communication would be impossible in the presence of any kind of "noise. . ."

Even the distinction between "it's" and "its" has nothing to do with clearness. The apostrophe does not function in the spoken language, and in the written language we have the same form for all nouns: compare "the man's hat" with "the man's on his way to Chicago."

English is in no danger of deterioration, decay, or corrosion. The only persons who could harm it are those who share Mr. Kashins' ideas—but nobody pays any attention to them.

Charles A. Shaw,
Tekni-Craft, Rockton, Ill.

• • •

Dismayed by Miller Story

To the Editor: I note with interest and dismay the article in the chronicle of our business-profession concerning the startling formation of a "house agency" . . . namely the Paul Miller Agency for Marketing & Advertising Inc. [AA, Sept. 14].

Frankly, you should have a section of your fine news publication set aside for weekly "hogwash" releases . . .

So, Mr. Miller believes that his account is too small at $300,000 to interest a large agency and no small agency can match his inimitable ability to secure a low cost-per-lead expenditure.

Again, hogwash!

Certainly, in the vast metropolis of New York, there must be some agency with ability to secure leads at an intelligent figure that would accept $300,000 in billing.

If Mr. Miller's client-firm is as ethical as he makes it sound, the handling of the account would be a leadpipe cinch for an aggressive small agency. . .

I am glad to read that Mr. Miller believes in the constant checking of the results in lead advertising. How else could anyone determine the effectiveness of the campaign under way?

Lead advertising is a delicate business and requires daily evaluation as to media, response, cost per lead, back checking against last month and last year and, above all, the cost per sale as opposed to the cost per lead to check the effectiveness of the pre-qualifying portions of the advertising. . .

As for Mr. Miller and the Gimbel Food Plan, I sincerely hope they realize before it's too late that the using of a "house agency" that is so close that it can't see the forest for the trees can only lead to disaster.

Warren P. Isham,
President, Warren Isham Advertising, Denver.

• • •

Finds 100 Leaders Valuable

To the Editor: We are currently analyzing the figures published in the annual ADVERTISING AGE (Aug. 31) report on the 100 leading advertisers with a view towards building a presentation on the increased use of spot television by these business giants. As we would also like to show how leading spot tv advertisers fared in 1958, we would like permission to use some of the material on sales and profits included in the marketing profiles of the various accounts. We would of course fully credit ADVERTISING AGE as the source of this data.

Although this is the first time we are basing a study directly on your top 100 compilation, this unique, comprehensive report is on tap 52 weeks out of the year, in our shop. We greatly value this single, concentrated source of vital information on the national pace-setters.

Bob Hutton,
Edward Petry & Co., New York.

•

To the Editor: Thank you for mention of our client and us in ADVERTISING AGE's Aug. 31 report, "Profiles of the Top National Advertisers."

In all justice to the parties concerned, however, there occurred a slight confusion as to titles, and you might have your records and research people revise this for future reference.

Note Page 122 under B. F. Goodrich Aviation Products, Advertising Agency, Batten, Barton, Durstine & Osborn, Cleveland:

E. L. Weibrecht is the account supervisor.

William Fox Jr. is the account executive.

Thank you for your continuing fine service to agencies in matters such as the "Profiles."

William Fox Jr.,
Batten, Barton, Durstine & Osborn, Cleveland.

• • •

Objects to Mispronunciations

To the Editor: This letter should perhaps go directly to the radio stations whose announcers share the responsibility for my complaint. But the wide readership of AA makes it more than probable that these remarks will reach the right people.

When a news broadcast is sponsored it is inevitable that there will be some adverse identification when a glaring error is made. To me—though maybe my ear is too critical—the continued mispronunciation of "names in the news" creates an irritation that carries over to the sponsor product.

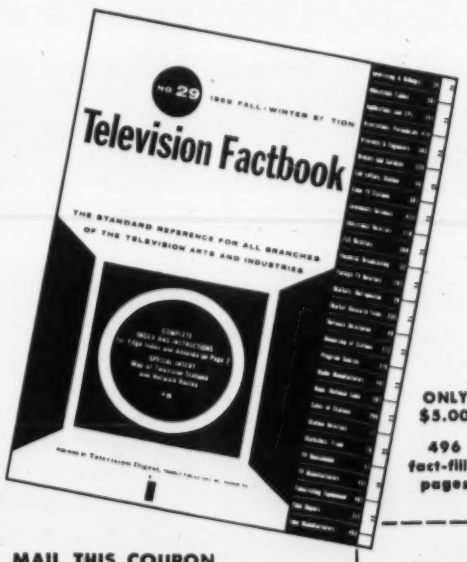
When responsible daily newspapers make it their province to front page a pronouncing gazeteer for unfamiliar names of places and people, why does radio lag behind and allow even its foreign, on-the-spot men to garble these same words?

At present I refer, of course, to Laos and Khrushchev. But they are not the only names that suffer by varied pronouncing. To many of us whose day starts by ear rather than by eye, this is a grave offense.

R. H. Rogers,
Advertising-Sales Promotion Manager, National Radio Co., Melrose, Mass.

$5 BUYS THOUSANDS OF TELEVISION FACTS

New, Revised Fall-Winter 1959 Edition



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496 fact-filled pages

Television Factbook is the most used, most valuable, most quoted reference book in the TV-electronics field! Since 1947 this *standard reference* book has saved key men endless, costly hours of fact-finding. Complete information in one source, indexed for speedy reference. Covers all subjects in big, busy field, including . . .

Station Directories for U.S., Possessions, Armed Forces TV, Canada, foreign, translators; FCC File of CPs Outstanding and Applications Pending for new stations; Allocation Tables (U.S., Canadian, Mexican border); manufacturers of all types of equipment; TV Program Sources and Services offering film and live programs and production facilities; Trade Statistics. Thousands of other useful facts and features to make your job easier, your success surer!

5 BRAND-NEW FEATURES

- **New listing TV/Radio *time buyers* in agencies with over $1 million billings TV/Radio.**
- **New listing U.S. stations equipped with *tape recorders.***
- **New directory of *Educational* TV stations.**
- **New *Canadian* data covering all provinces, percent TV penetration and TV households.**
- **New listing *U.S. metropolitan markets*, population and retail sales.**

MAIL THIS COUPON

***Free*—a $1.00 Wall Map of TV Areas & Network Routes with Each Copy**

Completely revised (35x23 in.) Map with log shows all stations in operation or due to be operating by Fall of 1959 in U.S., Possessions, Canada, Mexican border. All cities with TV applications pending or CPs granted. All cities with populations of 10,000 or more plus those communities with fewer than 10,000 having TV stations, CPs, or Applications. Time zones; Common Carrier TV Routes in Service; Station-owned Microwave Relays or Off-Air Pickups.

Television Factbook
Published by Television Digest
Radnor, Pa.

Television Factbook
Triangle Publications, Inc.
Box 700, Dept. A-2, Radnor, Pa.

Please mail promptly and bill me later.

☐ 1 copy Television Factbook, $5.00 ☐ copies, $3.50 each (5 or more)

Name.....

Title.....

Firm.....

Street.....

City.....Zone.....State.....

* if

if you use glossy photos for advertising, promotion or publicity . . .

if you appreciate the advantages of using highest quality photos . . .

and still like a good deal on price

if you need prints *right now* when you need them . . .

you, sir, are a *natural* to do business with QPC*

write for samples and price list!
(or phone, it's quicker)

*

QUANTITY PHOTO CO.
119 W. Hubbard St., Chicago 10, Ill.
SUperior 7-8288

Daniel & Charles Grows with Accounts It Waltzes Away from Big Agencies

Agency Boosts '59 Billings to $9,000,000, Up from '58's $5,000,000 Mark

NEW YORK, Oct. 13—Daniel & Charles expects to bill around $9,000,000 by the end of 1959, an increase of $4,000,000 over 1958.

When the agency opened for business seven years ago today it had a president, Daniel S. Karsch; an exec vp, Charles Goldschmidt, and a gal Friday. It ended its first year of business with about $250,000 in billings on five or six small accounts.

Today there are between 85 and 95 employes, about 25 active accounts and, Charles Goldschmidt says with quiet pride, "Practically all the business we have has come from larger agencies. Perhaps this is the reason we've been able to grow so fast."

■ For example:

St. Mary's Blankets came from J. Walter Thompson, has subsequently been joined by the rest of the account, Fieldcrest Mills.

Lady Manhattan came from Kenyon & Eckhardt; the entire Manhattan account followed later—from Doner & Peck.

Esquire socks, previously with Young & Rubicam, came from Ross Roy Inc.

Mojud Hosiery came from Grey Advertising.

Berkshire Hathaway textiles moved in from Fletcher D. Richards Inc.

■ The agency's account growth during 1959 is impressive.

Lady Manhattan billed about $200,000. Acquisition of Manhattan Shirt Co. in June added another $1,000,000 in billings. At the same time, Manhattan disbanded its advertising department and Daniel & Charles assumed that department's functions as well, making the total Manhattan account billing about $1,500,000.

Cole Steel Equipment Co., acquired in 1958, has introduced two new products: a dictating machine and a typewriter. While the typewriter account hasn't started up, the dictating machine is being launched with an introductory campaign of some $500,000.

■ Four months ago, Daniel & Charles was awarded the new record division of United Artists Corp., currently involving about $250,000 but with a much larger potential should UA follow in the steps of other record companies.

Billings on Julius Kayser & Co. Ltd., London, Ont., are "up radically" since D&C took over from Canada's Walsh Advertising Jan. 1.

To this rundown must be added items like Supp-hose Inc., first introduced in the fall of 1957 with a campaign of several hundred thousand dollars. This year it will bill better than $1,500,000. Another $1,000,000 is billed by Bruno-New York, the country's largest appliance distributor, which the agency won in a competition with 30 other shops. Esquire socks, a $100,000 account when it came in five years ago, will bill $400,000 this year.

■ During most of its life, Daniel & Charles had managed to keep this kind of happy progress rather quiet. Charles Goldschmidt admits he was somewhat afraid of setting the agency up for new business sharpshooters. But the partners have now come around to thinking that this kind of defensive tactic is ultimately self-defeating.

Mr. Goldschmidt says, matter-of-factly, "We don't have a new business department. We have probably written a total of ten new business letters during our whole career."

■ What triggered the Daniel & Charles blast off?

Creativity supplemented by strong promotional and merchandising activity is Mr. Goldschmidt's answer. Despite the feeling that it is a low-profit-high-headache service, "we've always set up our agency to do collateral and promotion work within the shop." Mr. Goldschmidt points to the current trend of the very largest agencies giving complete service to the client, to back up his beliefs.

Now that the agency's advertising is making its impact, "we are getting over-the-transom calls we never got before. I believe this kind of agency can grow greatly because we can turn out a good creative product. Our feeling is that our soft goods experience can find its greatest application in package goods and hard goods."

■ Although the agency has made its mark in the soft goods field, Daniel & Charles knew precisely nothing about soft goods when it started. Both partners are ex-Warner Bros. men who met again at Ray Austrian Associates and subsequently decided to set up shop together.

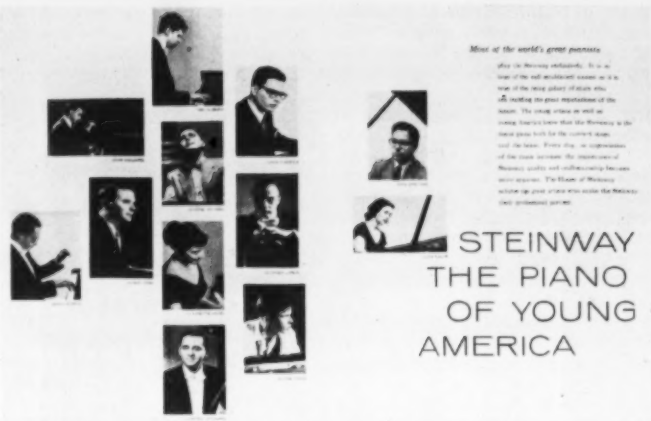
Charles had gone to Austrian because he had become "disgusted and annoyed" at the way money was wasted in the movie business and had been told that soft goods agencies knew best how to wring the most out of an advertising dollar. A friend gave him a list of soft goods agencies and he landed at Austrian because it was the second call he made (the first wasn't in) under the letter "A."

■ One off-beat aspect of the Daniel aspect of the Daniel & Charles operation is the fact that all account executives are former copywriters. Also unusual is the operation of the agency's creative review committee, which is co-chaired by Messrs. Daniel & Charles.

The partners meet each Monday with complete account groups for about one-third of the agency's accounts and go over their activities. Every fourth week there is a creative review roundtable which concentrates largely on discussing competitive and outside creative activities on specific accounts, since the previous three weeks had been allotted to self-examinations.

Daniel & Charles contends that the shop's small size has forced it to pay premium rates to attract the kind of creative talent that will often work for a top-rung agency for less. Now at the $9,000,000 level, the agency hopes the day is soon arriving that the premium payment can be dropped. #

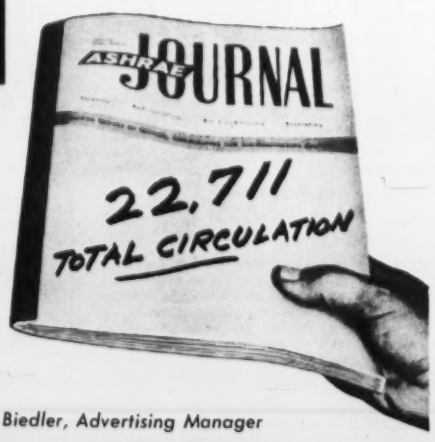
Tape Effects Unit Formed

Television Graphics, New York, a tv film commercial production company, has set up an affiliate company, Tape Effects Inc., "to provide special effects for integration into video tape commercials—effects that are not possible to achieve directly on tape." The affiliate will try to sell advertisers and agencies on the use of film inserts in tape commercials to permit the use of such techniques as stop motion, time lapse photography, special mattes, fast and slow motion and combination of animation and live photography.

YOUNG PIANISTS—*Steinway & Sons will use this spread in the November issues of Piano Trade and Music Trade pointing out that the Steinway piano is the choice of the new, young concert pianists as it has been the choice of outstanding pianists for the last 100 years.*

The ASHRAE JOURNAL
Pacemaker of Progress

THERE'S JUST NO COMPARISON!

HEATING
REFRIGERATING
AIR-CONDITIONING
VENTILATING



The ASHRAE JOURNAL, first with the facts, offers you visible value. It presents genuine performance.

This professional publication, written with authority and read with conviction . . . stands *out* and stands *in* with those in the know . . . Society members . . . men of decision who specify and purchase components and complete systems.

Every month, there appears in the pages of the ASHRAE JOURNAL, articles of major importance by engineer-members. These pace the progress of the field and give a forward pitch to everything that appears in this publication.

Here is your strategic entree to the Billion Dollar market of: Heating, Refrigerating, Air-Conditioning, Ventilating.

Circulation is *exclusive/all-inclusive*: 12,029 ASHAE members plus ABC circulation of "Refrigerating Engineering," including "Air-Conditioning" of 10,466. Total: 22,495 Class A audience.

Here is premium circulation available without a premium—*a real bonus for your 1959 advertising dollar!*

for further information—write to Richard T. Biedler, Advertising Manager

AMERICAN SOCIETY OF HEATING REFRIGERATING AND AIR-CONDITIONING ENGINEERS
62 WORTH STREET, NEW YORK 13, NEW YORK

HAVE YOU READ

The latest data on the Vermont market? In capsule form: $591 million consumer spending income; $456 million total retail sales; $114 million food sales; $10 million drug sales. Reach the market with one order, one bill, one buy. For details, write THE VERMONT ALLIED DAILIES, Rm. 516, Statler Office Bldg., Boston, Mass.

WE WUZ ROBBED!—*Owens Inc., Rockford, Ill., men's and women's clothing store, ran this cheerful copy in the Rockford Register-Republic and Morning Star after it had been burglarized of $25,000 worth of mink coats on a weekend.*

Chevrolet Sets New Unit to Keep Chevy Owners Contented

DETROIT, Oct. 13—Chevrolet has started an unusual department assigned to the job of hanging on to the customers the division already has—the department of owner relations. It is not interested in new customers, just the old ones—and making sure they are happy.

"Chevrolet is picking up its broad responsibility to more than 16,000,000 owners in the U.S. today," said K. E. Staley, general sales manager. He said owner opinion will be sought in many areas: Manufacturing quality, dealer services and various functional aspects. He said the General Motors sub-unit was recognizing owner loyalty as a very precious thing, and frequently quite a fragile one.

■ Heading the department will be M. W. Worden, who has 14 years of Chevrolet experience behind him, including a term as national sales promotion manager, and most recently as head of Chevrolet's national business management department. He will work with a frequently revolving board known as the forward development board, made up of dealers plus sales officials at all wholesale and retail levels. Membership in this will change constantly.

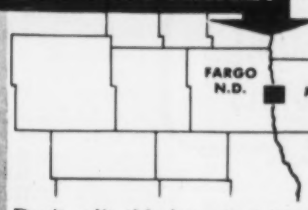
Selected group meetings, each involving about 25 owners, will be held, with informality and frankness the keynote. Letter contacts with owner groups as large as 1,000 on specific occasions also is planned. #

RCA Appoints Gaffin

Mort Gaffin, formerly director of new business and promotion at NBC Spot Sales, has been named manager of special advertising and sales promotion programs at Radio Corp. of America, New York. Wilbur M. Fromm, who had been manager of advertising and promotion at NBC Spot Sales, has been named to succeed Mr. Gaffin as manager of new business and promotion for the station representative.

Enterprise Boosts Mueller

John J. Mueller has been promoted to director of advertising for the Enterprise division of General Metals Corp., San Francisco. Mr. Mueller, who formerly was assistant to M. E. Conway, also will direct advertising for the company's foundry and forge division. Mr. Conway recently resigned to become vp in charge of advertising of Yuba Consolidated Industries, San Francisco.



2 STATES
2 COUNTIES
ONE
"METROPOLITAN"
MARKET!
(Largest between Minneapolis and Spokane.)

Don't split this important "metropolitan" market because of a state-river boundary! Only this technicality prevents the Fargo — Moorhead 2-county area from being listed as a "standard" metropolitan market. We live and buy as ONE big community, with 104,500 people in the 2-county area, 277,100 in the big retail trading zone. And The Forum-News delivers almost 100% coverage *where* you want it, compared with only 8% by any Minneapolis daily!

Represented by Kelly-Smith Company

THE FARGO FORUM
Moorhead News
Largest circulation in North Dakota and western Minnesota

TEST RUNS
Try 'em before you buy 'em
A few hundred in
full size and
full color—quick!
Put Punch in Point-of-Purchase
POINT OF PURCHASE COMMITTEE • SPPA

Sports Age
What's New in Home Economics
Electricity on the Farm
Ice Cream Trade Journal
Starchroom Laundry Journal
National Cleaner and Dyer
National Rug Cleaner
Wastes Engineering
Water Works Engineering
Fire Engineering

REUBEN H. DONNELLEY MAGAZINES

products!

Moving *many* products to *many* markets is the basic action of Donnelley magazines.

The readers of all 10 are live prospects. In their business or profession they have a direct voice or major influence in decisions to purchase . . . which makes them important people for you to know.

Donnelley readers are prospects for some pretty diversified products. They buy bleach and borax . . . packaging materials of all kinds . . . detergents . . . turbines and gauges . . . fire engines and resuscitators . . . chocolate syrup . . . skis and baseballs . . . canned foods and cosmetics . . . electric brooders and electric freezers.

Donnelley magazines, edited to help readers do the job better, *build and maintain* markets in the fields they reach. Our editors are hard-working, pace-setting pros who grew up in the businesses and professions they serve. Donnelley magazines are respected for that reason.

Isn't this the sort of editorial atmosphere you'd like to advertise in? Aren't these the prospects you want to reach? Hundreds of leading advertisers do. *They get results.*

Among the Donnelley Magazines . . .

Fire Engineering
The marketplace of the fire field since 1877. ABC audited circulation at all-time high. Carries more advertising than all other magazines in field combined.

Water Works Engineering
100% concentration on the needs of men who design, build, expand and operate water supply projects . . . every one of whom is a paid subscriber!

Wastes Engineering
Voted *most helpful* by 4 to 1 margin. Only ABC audited magazine edited solely for wastes and sewage officials. Reaches a multi-billion dollar market.

THE REUBEN H. DONNELLEY CORPORATION
Magazine Publishing Division, 305 E. 45th St., New York 17, N. Y.

KNOWLEDGEABLE AD EXECUTIVES

Buy the $591 million Vermont market with the six-paper group that reaches buyers in the area where 93.9% of the income is located. For details write THE VERMONT ALLIED DAILIES, Rm. 516, Statler Office Bldg., Boston, Mass.

Nine Stations Join Mutual

Nine formerly independent stations have affiliated with Mutual. They are WJJL, Niagara Falls, N. Y.; WCOM, Parkersburg, W. Va.; WHRV, Ann Arbor, Mich.; WGIL, Galesburg, Ill.; WAVP, Avon Park, Fla.; KRCT, Houston; KIOA, Des Moines; KWTC, Barstow, Cal., and KLYK, Spokane, Wash. Mutual's former affiliate in the Des Moines market was KWDM, now an independent. Mutual has not had an affiliate in Houston for about eight months; the others all represent new markets for MBS.

Cook Names Gorman

Howard Gorman has been named merchandising manager of Real-Kill insecticides by Cook Chemical Co., Kansas City. He was formerly sales and advertising manager of the Gaines division of General Foods.

Ryan Ostensoe Buker

FIRST AGENCY—*Botsford, Constantine & Gardner becomes the first northwest agency ever selected to handle national campaign plans for Advertising Week—the industry's annual united promotion, which celebrates its 10th year next Feb. 14-20. Reviewing recommendations are Dick Ryan, president, Advertising Assn. of the West, one of the sponsoring groups; Don Ostensoe, AAW senior vp, and Ad Week chairman, and John C. Buker, BC&G vp and Portland manager. The Advertising Federation of America is the other sponsor of the promotion.*

Paul McCormick Retires

Paul G. McCormick has retired as vp and director of advertising, sales promotion and pr of F. C. Russell Co., Columbiana, O., manufacturer of Rusco windows, doors and allied building products. By Nov. 1, Mr. McCormick expects to have established a management and consulting company in Cleveland, under the name Rusmac Inc. with offices at 11815 Williamson Ave. Prior to joining Russell 15 years ago, he was with McCann-Erickson for 22 years.

'San Juan Star' Starts Nov. 3

The *San Juan Star*, Puerto Rico's first English-language daily (AA, July 27), will begin publishing Nov. 3 with a circulation guarantee of 8,000. Nelson Banks, ad manager, said circulation is expected to reach 15,000 within six months. Mr. Banks was formerly with the ad department of *El Mundo*. The b&w page rate has been set at $170.

New Info Highlights Revised Case Book on Ad Management

CHICAGO, Oct. 13—Eighty case histories representative of marketing problems of advertisers are included in "Advertising Management: Text & Cases" (Richard D. Irwin Inc., Homewood, Ill.; $12), a new textbook written by Neil H. Borden and Martin V. Marshall, both faculty members of the graduate school of business administration, Harvard University.

■ The book is actually a revision of "Advertising: Text & Cases" (1949), which Mr. Borden wrote, but all except two of the cases studied are new or revised, and a substantial portion of the material has been revised, with new material added.

Like its forerunner, the book is designed for those wishing to study advertising from the viewpoint of top management and by the case method.

The first three chapters are declaratory material concerning advertising's place in the business picture. Other chapters study advertising case histories of various types.

■ Section II of the text covers the use of advertising by associations of manufacturers to stimulate primary demand. It includes examples from the Millers' National Federation, American Meat Institute, American Institute of Men's & Boys' Wear and the Carpet Institute.

The next section studies the use of advertising to stimulate selective demand. It is followed by a group of case histories on building an advertising program and preparing advertisements. The final section covers advertising agency relations, including case histories on agency selection.

Collection of cases for the work was financed through the research budget of the Harvard business school. #

Burnett, NTA Sign Contract

Leo Burnett Co. and NTA Telestudios, New York, have signed what is said to be the first basic standard practices agreement between an agency and tape commercial producer to establish procedures for the production of commercials. The contract stipulates that after Burnett has supplied the basic idea and script, NTA Telestudios will act as producer of the complete commercial.

Meredith Earnings Up 10.5%

Meredith Publishing Co., Des Moines, reported increased revenues and earnings for the fiscal year ended June 30. Revenues totaled $51,817,000, up 4.2% over fiscal 1958. Earnings were $4,256,000, an increase of 10.5% from the $3,850,000 for the previous year.

Beck-Stolpe Names Linton

J. P. (Pat) Linton has been named sales promotion director of California Beck-Stolpe Co., publisher of the *Azusa Herald* and *Glendora Press*. He will head a new department designed to help retailers, manufacturers and others in sales promotion, advertising, merchandising and marketing.

Agency Gains Regional O.K.

Ferguson, Mann Ltd., Montreal agency, has been granted regional recognition (Ontario and Quebec provinces) by the Canadian Daily Newspaper Publishers Assn.

You Miss 1,300,000 Potential Buyers Without ROUNSAVILLE RADIO

You have to aim right or you miss the buying power of more than 1,300,000 Negroes who live in the Rounsaville Radio coverage area . . . consumers with $824,000,000 to spend—*AFTER* taxes! This enormous consumer potential can influence the national sales picture of *any* product. And NEGRO RADIO, and ONLY Negro Radio, can reach them. It's a fact: Over 95% of all Negroes listen to radio! Negroes have faith in and buy the products they hear about on their radio—NEGRO RADIO. Rounsaville Radio is patterned to Negro tastes . . . Any budget you make for these six important markets . . . any media you use . . . a proper part of your advertising dollar *must* go to Rounsaville Radio, or you miss this market! Get the facts on Rounsaville Radio—all six stations are Number-One Rated by *BOTH* Pulse and Hooper. Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast today.

Personal Letter

Everyone in the world appreciates recognition. Certainly the people to whom we program, the American Negro, is no exception to this rule. That is why we, at Rounsaville Radio, program exclusively for the Negro with Negro talent. Our continued success at Rounsaville Radio is based on this knowledge and how we use it. We play the music he likes, feature news of interest to the Negro community, and highlight his achievements. You can make excellent use of our Know-How to sell your products. Call on us, we'll be happy to help you. We are one of the oldest and the *largest* broadcasters in our chosen field.

HAROLD F. WALKER
V. P. & Nat'l Sales Mgr.

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!

WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts—Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL WITH GROUP DISCOUNTS!

ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE
Owner-President

JOHN E. PEARSON CO.
Nat'l Rep.

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

DORA-CLAYTON
Southeastern Rep.

YOU'RE ONLY ONE SHORT STEP FROM A SALE WHEN YOU ADVERTISE IN N.E.D.!

■ Readers of N.E.D. are *men ready to buy!*

They are key men with specifying and ordering authority in over 44,000 best-rated plants in all industrial classifications. N.E.D. is their basic source of information on equipment, materials and supplies that will help them increase production, cut costs, improve quality and keep pace with competition. When they look through N.E.D. monthly, buying action for advertisers is the result. Sales leads from N.E.D. readers are now setting all-time high records! And continued checks afford further impressive evidence that N.E.D. readers are *men ready to buy:* A high percentage of sales leads from them is being converted to orders, and many additional purchases still pending.

This assurance of advertising results you can measure is only one reason it pays to advertise in N.E.D. Ask your N.E.D. representative to tell you other ways N.E.D. can help your selling effort.

A PENTON Publication, Penton Bldg., Cleveland 13, Ohio

NEW EDITORIAL STUDY

An up-to-the-minute picture of industry's most active buying group. Helpful information for all industrial advertisers, including latest data on N.E.D. market coverage, readership and advertising results. Write or call for your copy.

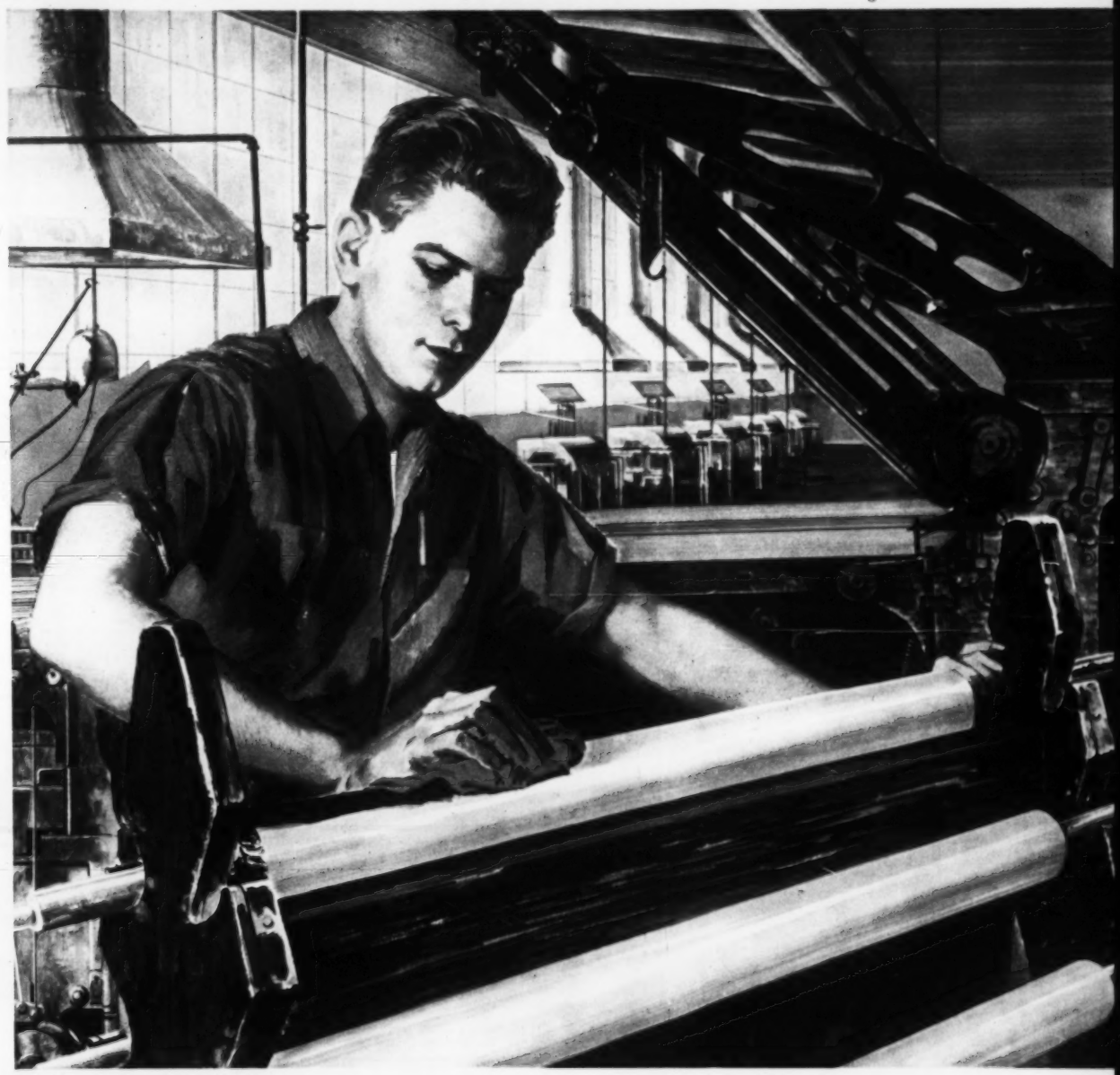
NEW EQUIPMENT DIGEST

NBP BPA

NOW OVER 84,000 COPIES (Total Distribution) IN OVER 44,000 INDUSTRIAL PLANTS

To make the most of the power of print

KNOW YOUR PRINTER BETTER!



Give this devil his due

Print is basic to our civilization, teaches our children, molds our lives, sells our products and services. The printing trades are professions of high honor which attract fine young men.

In the future, this lad will be equipped to assist the advertising profession maintain its high standards through fine printing, but your established printer, lithographer and silk screen processor is ready *now* to help you reduce costs, expedite your printing jobs. Consult him at the very start. You'll like working with him. We know. We've been supplying him with fine quality papers for more than half a century.

MEAD
papers

One of Mead's fine quality papers is RICHGLOSS OFFSET ENAMEL. This grade, in the 100 lb. weight, was used to print this insert. You'll find more information concerning it on the reverse side of this page.

the apprentice

Old-time printers called him a "devil," although no one knows whether his name came from association with the print shop's "hell box" or not. Nowadays he is known as an apprentice and he is learning his trade by handling the simple tasks. But as he works he is not just cleaning rollers—he is learning to be a printer! With commendable vision and ambition he looks forward to the time when he will be a valued contributor to the graphic arts.

Mead Richgloss Offset Enamel

Many of the nation's lithographers have for years standardized on Mead Richgloss Offset Enamel for much of their work requiring a coated paper. In addition to its ability to deliver completely satisfactory results in long runs of halftone and elaborate color work, it has the exceptional folding qualities essential for resort and hotel folders, broadsides, leaflets, hard-bound books and every conceivable type of work requiring a quality paper at moderate cost.

Richgloss Offset Enamel has repeatedly and decisively won out in the most exacting tests by lithographers who desired once and for all to end the question of the one paper for the bulk of their offset work. It can do the same for you, and your Mead Merchant is ready and anxious to prove it. Call him in today and ask for sheets for comparative testing.

MEAD papers

MEAD PAPERS, INC.

SALES OFFICES: Dayton • New York • Chicago
Boston • Philadelphia • Atlanta • Cincinnati
Detroit • Milwaukee • Greensboro, N. C.

A Subsidiary of
THE MEAD CORPORATION DAYTON 2, OHIO

. . . imagination in Paper and Packaging

Auerbach Urges Softer Sell in Circulation Drives

NEW YORK, Oct. 13—Circulation promotion can be more efficient and more economical if advertisers:

1. Repeat the product name again and again.
2. Cut out unnecessary frills, such as fancy wraps and envelopes.
3. Send promotional material to people to whom the advertiser must sell.
4. Talk the language of those to whom the promotion is aimed.
5. Use the soft sell approach in copy.

■ These tips for better circulation promotion were offered by Carl S. Auerbach, operations manager of Sales Communications Inc., in a talk before the National Circulation Roundtable at the New York Advertising Club.

Mr. Auerbach said that advertisers can achieve greater economy in sales promotion material by constant repetition.

"The tv commercials we all live with have an unbeatable formula for repeating the product name again and again," said Mr. Auerbach. "By use of the same jingle, the same spell-out, the same selling characters, cartoons or format, the tv boys create an image which remains with their audience.

"In direct mail promotion you can do the same thing—and save money at the same time. You can set up a series of mailings which can be individually simple and inexpensive but *in toto* be overpowering and effective."

■ Mr. Auerbach suggested that advertisers use "plain old envelopes" for direct mail promotions because recipients are more concerned with "what's inside, rather than what's outside."

"There are other means of economizing in the production and use of promotional material," said Mr. Auerbach. "The greatest single way in which you can make your promotional dollars count is to tailor the job to fit the need—to improve the efficiency to such an extent that results justify the expense."

Other ways to improve efficiency and save money are for the advertiser to "talk the language of the prospect," and to direct the promotional pieces to prospects who are in the market for the product, Mr. Auerbach said.

Finally, advertisers should not "push and holler" at the prospect. "We get all we need of this from radio, tv, newspapers and magazines. If you indulge in hard sell you're competing with these other media on their grounds and I question whether you can win. Prospects would like you much more if you used a soft approach to achieve a position which would impress him and make him a better prospect." #

Transfilm, Caravel Merge Under Buckeye Corp. Wing

Transfilm Inc. and Caravel Films, tv and industrial film producers, have merged to form Transfilm-Caravel, with executive offices in the Transfilm Bldg., 35 W. 45th St., New York. This move follows Caravel's acquisition by Buckeye Corp., a farm implement company, which has been moving into other fields. Buckeye acquired Transfilm earlier this year.

William Miesegaes, head of Transfilm, will be president of Transfilm-Caravel. David Pincus, president of Caravel, was named senior vp of the merged production organization. The merged outfit will be operated as a part of Buckeye's entertainment division, which includes Flamingo Telefilm Sales and Pyramid Productions.

MODERATION AD FOR HUNTERS—*The House of Seagram will use this spread in November issues of Field & Stream, Outdoor Life and Sports Afield in its annual moderation message to hunters to reserve the pleasure of drinking "for the time when the guns are empty and racked." Warwick & Legler is the agency.*

ABC Forms Int'l Division

American Broadcasting Co. has formed an international division as, according to the network, "the first step toward an ultimate ABC international network—programmed at first via tape and film but in the not-too-distant future perhaps by direct live transmissions relayed from satellites orbiting around the earth as it spins." Donald W. Coyle, who has been vp and general sales manager of the tv network for the past year, has been named to head the new division.

C-C Moves McRae, Simon

Crowell-Collier Publishing Co. has appointed John M. McRae manager of its Minneapolis-St. Paul station, KDWB. James F. Simon, who has been acting general manager, will return to his position of general sales manager of KFWB, Los Angeles, headquarters of the company's broadcasting division.

WTRF-TV STORY BOARD

A famous novelist was capable of arousing great enthusiasm in his readers, both for his writing and himself. One young woman from the Middle West, for instance, wrote him a purple letter asking for a job as his secretary, saying that she would do anything for him.

"And when I say anything," she added coyly, "I mean anything!"

The novelist turned the letter over to his wife. She answered it, pointing out that her husband already had a competent secretary and that she, herself, did everything else. "And," she concluded, "When I say everything, I mean everthing!"

● A spot campaign on WTRF-TV won't do everything—but it will help sell your product to 2 million people in a potent, prosperous 36-county area in the thriving Upper Ohio River Valley. These good people have a spendable income of $2½ billion annually, and a share of it can be yours. Ask the George P. Hollingbery people for all the details.

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

"NATURALLY I LIKE TO SEE ADS FOR MY IMPLEMENT LINE IN ANY FARM MAGAZINE, BUT MY 1st CHOICE IS WALLACES FARMER"

Preference studies repeatedly show that Iowa implement dealers prefer Wallaces Farmer by an average of 6 to 1 over the next highest farm publication. Among other types of dealers the ratio is equally high.

The reason dealers prefer Wallaces Farmer is that they know that Wallaces is 1ST choice of farmers, too. (4 to 1 over the next highest publication in the most recent "Infarmation Please.")

Whatever your product, remember:
In rural Iowa,
Wallaces Farmer is *your* 1ST choice, too.

Wallaces Farmer
IOWA'S LEADING FARM NEWSPAPER

1912 Grand Avenue, Des Moines 5, Iowa

Member of MIDWEST FARM PAPER UNIT
35 E. Wacker Drive, Chicago 3
250 Park Avenue, New York 17

West Coast Representative
Townsend, Millsap & Co.
110 Sutter St., San Francisco 4
159 S. Vermont, Los Angeles 4

Century 21 Fair for Seattle

A major world fair, known as Century 21 Exposition, will be held in Seattle in 1961 and 1962, with emphasis on how man will work, live and play in the year 2000. The U.S. has already approved a $9,000,000 appropriation for the fair, and an additional $3,500,000 in federal funds is anticipated. Miller, Mackay, Hoeck & Hartung is agency for the exposition.

PICTURES

ATTRACT!

Hundreds of children and baby photos available as stills—or in mat form, ready to drop into your ads. Write for illustrated brochure.

I. Fogel AD-MATS

1162 So. Hudson, Los Angeles 19, Calif.

All pictures supplied by Hollywood Spotlight Photo Directory

New Method Offers Low-Cost Test of Effect of Price in Brand Switching

CHICAGO, Oct. 13—By how much can you raise the price of your product without having your loyal buyers switch to a lower-price brand? Can you lure a large number of buyers away from other brands with a simple price cut?

The definitive answers to these vital questions are not found by guesswork. But a marketing expert has come up with a simple technique which he believes can give workable answers.

Edgar A. Pessemier, assistant professor of business administration, school of economics and business, State College of Washington, describes this method in an article, "A New Way to Determine Buying Decisions," in the October issue of *Journal of Marketing*.

Mr. Pessemier proposes this method as an alternative to surveys in the market where it is impossible to control important variables and conditions of observation may prevent the gathering of accurate data at reasonable cost.

■ The method is a simple approximation of the market, Mr. Pessemier says, permitting people to make simulated shopping trips.

Here is how it operates, according to Mr. Pessemier:

"Each participant is told how much money he has available to spend, the assortment of brands available in each class of goods for which he is 'shopping,' and the price of each item.

"The means by which he could maximize his satisfaction were defined by the funds and assortments available on each shopping visit. If he 'bought' foolishly, he 'acquired' a group of items and amount of 'change' from his purchase that gave him less than maximum satisfaction. Careful buying reduced the chance of making a poor choice and increased the reward of having made a wise choice.

"After each experiment one 'shopper,' selected on a random basis, was given the actual items and change called for by the selections made during one of his shopping trips. Emphasis on price was somewhat exaggerated by listing the items and their prices in a manner that encouraged comparison. However, failure to pay off on every shopping trip tended to offset this bias. The procedure followed created a fairly close parallel to real shopping conditions."

■ A trial of the method using business administration students at Mr. Pessemier's college shows some of the interesting data that can be unearthed.

Some 103 students were tried out on their purchases of toothpaste and cigarets.

An analysis of the results showed:

Over-all: Buyers switch much more easily from their favorite toothpaste brands than from their cigaret brands.

With toothpaste, 53% of all the buyers could be switched to a second-choice brand with a 3¢ increase in the price of their favorite brand. In the case of cigarets, a 5¢ increase was called for to get 58% of the buyers to switch brands.

Brands used in the experiment are labeled A, B, C, etc., by Mr. Pessemier according to their share of market in the area where the test was conducted.

■ Here is the kind of data a toothpaste marketer might get to work with:

Toothpaste Brand A had a very strong position in the market but few buyers of this brand continued to buy it when it had to be purchased at the maximum premium of 7¢. On the other hand, Brand B had a good deal smaller share of the market than A, but those who preferred B were very loyal to it.

Those who switched from B did not switch to the leading Brand A as readily as to Brand E, which holds a very small share of the market.

Apparently, Mr. Pessemier says, users of B consider B and E similar.

"If Brand E is trying to expand its market, the current users of Brand B, in spite of their generally strong loyalties, may be susceptible to being switched to Brand E. On the other hand, if Brand B is trying to switch buyers to itself, appeals to the types of customers who buy Brand A, and the lesser brands would probably be most effective," Mr. Pessemier notes.

■ The brand-switching pattern of C indicated that it is a product with moderate acceptance whose users are not particularly strong in their loyalties. The most distinguishing pattern for C is the fact that several buyers were willing to switch to G, which was "A New Item." As a group, C buyers were more venturesome than those who bought the other popular brands.

Mr. Pessemier says: "Apparently brand-switching patterns for a classification, if available at regular intervals, could reveal significant trends in consumer attitudes. If these patterns are viewed in the light of the changing prices, products and promotional policies of the various brand seller, it should be possible to draw useful conclusions about the effectiveness of these policies and to adjust marketing methods to meet changing conditions." #

LINE AND SINKER—*Coldwater Seafood Corp. this fall is promoting its Icelandic and Fresher frozen processed fish products. Consumer test promotions will be used in some markets as a guide for the Lenten and spring periods. L. H. Hartman Co., New York, is the agency.*

Metro Boosts Ferger

Metropolitan Sunday Newspapers Inc. has promoted Stanley T. Ferger to manager of its sales coordination department. Mr. Ferger succeeds Harry C. Baldwin, who has retired.

Hussmann Names Gardner

Hussmann Refrigeration, St. Louis, manufacturer of food store refrigeration equipment, has named Gardner Advertising Co., St. Louis, as its agency, effective Jan. 1.

TOPS
in
QUALITY of CIRCULATION

Covers 91.3% of stores with sales over $50,000 per year—who do 80% of all hardware business!

VITALITY and GROWTH

10% higher in paid circulation than the second book! In 5 years, 4 times the growth of the next largest-growing book.

WHY? Because these leading dealers and wholesalers say they "Depend upon it the most" . . . according to Fall, 1959, national surveys by independent Market Research Bureau.

Make your basic trade choice

HARDWARE RETAILER

ONE SINGLE MARKET FOR GROCERIES!

* 3rd IN PENNA.

* 47th IN U.S.A.

DISTRIBUTORS AND CHAINS SERVE THE TWO AREAS by SINGLE WAREHOUSING!

* $168,345,000.00 IN FOOD SALES!

TOTAL OF LACKAWANNA and LUZERNE COUNTIES IN SRDS CONSUMER MARKETS — MAY 1959

COUNTY "MARKERS" MELT AWAY UNDER MODERN METHODS OF MARKETING!

ONLY The Scranton Times GIVES YOU THE MOST DOMINATING COVERAGE IN LACKAWANNA COUNTY!

SAWYER-FERGUSON-WALKER COMPANY, *National Representatives*

New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

Manufacturers Hike Sales Promotion, 'Dun's Review' Says

NEW YORK, Oct. 13—The growing importance of sales promotion is underscored by a new survey, just completed by *Dun's Review & Modern Industry*, of 60 representative manufacturers. It shows almost 50% of the respondents have been increasing their budgeted sales promotion activities during the past five years.

In addition, 68% reported they held the line on sales promotion and 25% increased their promotional efforts during the 1958 recession, when cost cutting was the order of the day.

Highlights of the survey published in the current issue of the publication include:

- More than 47% of the manufacturers surveyed are stepping up promotions aimed directly at the consumer.
- More than 50% of the consumer goods producers covered in the survey are increasing direct promotion, and more than 40% of the industrial goods manufacturers are also promoting more heavily to ultimate users. This is seen as part of a trend toward pre-selling and brand identity.
- Despite the emphasis on pre-selling and "silent salesmanship" by display, the survey uncovered surprisingly strong interest in dealer sales training. Results were 50% of the consumer product companies and 45% of the industrial goods manufacturers report they are building up their retail sales training activities.
- Some 41% of the survey participants are increasing their efforts to woo and hold dealers and distributors by sending out much more direct mail toward this end.
- More than half of the participants in the survey put at least 10% of their selling outlays into sales promotion. Among half of the consumer goods companies queried, allocations for sales promotion run close to one third of total selling budgets. #

Utility Appliance Corp. Appoints McCarty Co.

McCarty Co., Los Angeles, has been appointed national advertising agency for Utility Appliance Corp., Hawthorne, Cal., and its affiliate companies—Gaffers & Sattler and Mission Appliance Corp. The account is expected to bill in excess of $600,000. The four agencies from whom the final selection was made were Robinson, Fenwick & Haynes, Utility Appliance's former agency; Donahue & Coe, and MacManus, John & Adams.

Utility Appliance acquired Gaffers & Sattler in 1946 and Mission Appliance Corp. in 1951.

Hay Ohme Keenan Bale Miller

SOMETHING FOR EVERYONE—*At the recent annual sales meeting of Harold F. Ritchie Inc., special awards were presented to members of the organization. Douglas D. Hay, vp and director of sales, received a desk set for his 30 years' contribution to the company's growth. William G. Ohme, vp and director of marketing, received a plaque for his work on the new Brylcreem package design. President Maurice E. Bale holds a gold record signifying more than 1,000,000 playings of the Brylcreem jingle, and Sales Manager Carl Miller displays a 12' whip, to help keep up Brylcreem's "record-breaking" sales. Donald Keenan, advertising manager, made the presentations.*

Ohio Brass Boosts LeFevre

Ohio Brass Co., Mansfield, O., has promoted Robert A. LeFevre from general advertising manager to manager of marketing services. Joseph B. Polhemus Jr., formerly assistant ad manager, succeeds Mr. LeFevre as general advertising manager.

Bird to Retire from Applegate

Harry L. Bird, vp, plans and copy, Applegate Advertising Agency, Muncie, Ind., since 1949, will retire from the agency Nov. 7. He now is in Europe traveling with Mrs. Bird. Mr. Bird also has been with Gordon Best Co. and Needham, Louis & Brorby in Chicago.

COLORFUL "Lusterchrome" POSTCARDS ATTRACT THE EYE

Advertise Your Products with POST CARDS IN FULL NATURAL COLOR

Reproduced from Color Transparencies

The LOW COST of the NATURAL COLOR POST CARDS will amaze you.

Samples and prices on request.

DEPT. A

TICHNOR BROTHERS, INC.
1249 Boylston Street, Boston, Mass.

ONLY $393.96

Buys a quarter page in SIX Vermont Allied Dailies, which go into the region where 93.9% of the state's $591 million buying power is located. Simple! Effective! One order, one bill, one buy! For details, write THE VERMONT ALLIED DAILIES, Rm. 516, Statler Office Bldg., Boston, Mass.

Another thriller-diller from WJRT—

"Cheating at the shell game, Chief?"

"Shell, schmell, Ponsonby. I am merely demonstrating the unrivaled efficiency with which WJRT covers Lansing, Flint, Saginaw and Bay City."

With WJRT, you pay your money but you don't have to make a choice. With just one buy, you get Flint, Lansing, Saginaw and Bay City smack in the palm of your hand. It's the most efficient way to reach the four big mid-Michigan metropolitan areas—and reach 'em with a Grade "A" or better signal. You'll reach 'em with a single-station buy. And you'll reach 'em from the inside—Flint, Lansing, Saginaw and Bay City. Come on in for the rich mid-Michigan market with its half-million TV households. The reaching's fine.

WJRT
CHANNEL 12 FLINT
ABC Primary Affiliate

Represented by HARRINGTON, RIGHTER & PARSONS, INC.
New York • Chicago • Detroit • Boston • San Francisco • Atlanta

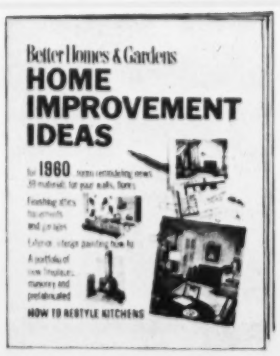
How to reach 'em when they're ready to spend...

To put your sales story across you need to reach people who can afford to buy when they're ready to spend. You should reach them in an atmosphere of interest and enthusiasm. And that's exactly what you do when you advertise in Better Homes and Gardens Idea Annuals. A more economical, effective way to pinpoint just the right customers at just the right moment is hard to find!

1960 ISSUE CLOSES:
DECEMBER 15, 1959
ON SALE: FEBRUARY 15, 1960
RATE BASE: 135,000

A highly selective, authoritative gardening guide. This popular annual reaches an active audience of home gardeners who are excellent prospects for products ranging from power mowers to suntan lotion.

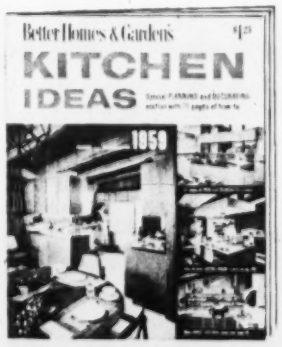
Closes: November 16, 1959
On sale: January 16, 1960
Rate base: 165,000



Closes: June, 1960
On sale: August, 1960
Rate base: 165,000

Closes: July, 1960
On sale: September, 1960
Rate base: 450,000

Closes: August, 1960
On sale: October, 1960
Rate base: 550,000



Closes: October, 1960
On sale: December, 1960
Rate base: 225,000

MEREDITH OF DES MOINES...

America's biggest publisher of ideas for today's living and tomorrow's plans

Feature Section

Advertising Age

Wiseman Re-examines Advertising

Ad Fireworks Fizzled: Tyler

Another Biz Quiz by Leber

Grab Your Gibsons and Guess

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'The New Anatomy of Advertising' . . .

Wiseman Takes a Look at the Three Faces of Advertising and Four Familiar Concepts

By Mark Wiseman

Mark Huntington Wiseman, author, advertising practitioner and advertising consultant and teacher, has written "The New Anatomy of Advertising," published Oct. 14 by Harper & Brothers ($5.95), as a successor and extension to his "Anatomy of Advertising," originally published in 1942. In it he expounds the scientific method of approaching advertising problems, and a basic philosophy which is well characterized by the excerpts presented here from his foreword and first chapter. The material is presented with permission of the author and publisher.

Mark Wiseman

Advertising is an oddity among vocations, and its oddities make it fascinating as well as unique.

It is fascinating because, like poetry, it deals largely in intangibles: symbols, emotions, even illusions. The products it promotes are not just "things"—they are symbols of status, taste, and intelligence; they contribute to comfort or health or pleasure; they satisfy longings for beauty or romance; they lessen labor or make it more fruitful.

It is fascinating because, though its only tools are words, pictures, and sounds, it exerts a massive force without which our economy would slow to a horse walk.

It is odd because it has no scientific exactitudes, no formulas, no absolutes.

■ It is odd because, though it has a relatively long and respectable history, it still uses a patter that debases its product and its operations. It sees no implication of discredit or depreciation in calling its meritorious creations "ads" instead of "advertisements," or in associating its sales efforts with those of the wandering street peddler by calling them "pitches." It permits its "official" journals to use these barbarisms without let or censure and to promote the popular "adman" stereotype by consistently exhibiting its conventioneers with their fingers wrapped around the "Madison Avenue trademark" known as the very dry double Martini on the rocks.

It is odd because it is a hybrid: part business, part profession, part art.

It is unique as a business because it operates under double jeopardy. It must serve two masters: the advertiser who makes, distributes, and pays; and the public that reads, listens, and buys. It can serve the first only by serving the second, and the two types of service seem often antithetic.

■ It is unique as a profession because, although it offers professional counsel, its relations with its clients are ambivalent: it advises at one minute and sells at the next, and sometimes does both at once. For qualification to practice, it requires neither professional training nor license. It serves under no mandatory codes and imposes on its members no tangible penalties for malfeasance or misfeasance. Its members openly and aggressively compete among themselves. While it boasts several elaborate associations, it has never established for its practitioners a structure of principles based upon scientifically acquired knowledge.

And yet, in spite of its peculiarities and limitations, advertising exerts far more influence on the daily lives of the American people than any other vocation. It helps to direct and implement the expenditure of upward of $12 billion a year. It subsidizes all our media of mass communication, and through them it reaches directly or indirectly nearly every literate man, woman, and child every day, year in and year out. It creates or enlivens the competitive efforts that produce most of the improvements in the foods we eat, the clothes we wear, the environment we live in, and the transportation facilities that carry us from place to place.

■ It is the least confidential of all vocations, so its slips always show. But the outsider never sees the enormous amount of hard work that goes into its product and rarely understands the growth of its contribution to the prosperity of American business. While many of its surface aspects seem still to warrant its description as a "game," they are deceptive. Many of its practitioners still play by ear or by coupon, and even by ukase; but the bell has long been tolling for them as it once tolled for the alchemist and the medicine man. The uncritical faith healers who "believed in advertising" as Hiawatha's tribe believed in Gitchemanitou have almost died out. Advertising has become a business because its best people have *learned* business. Self-policing and legal compulsion have combined to improve its ethics, and thus measurably elevate its professional status. But the real wave of its future will, I believe, spring from its association with, and understanding of, the methods of science.

It will never be "a science," but its most intelligent practitioners are discovering that scientific method offers the surest means of accumulating, evaluating, and synthesizing facts and of using the conclusions drawn from them to solve advertising problems.

■ Why has this development been so long delayed? Partly because of certain misconceptions of advertising's functions, partly because of ignorance and prejudice, chiefly perhaps because organized training has been lacking. As a subject, advertising has never been thoroughly integrated and symmetrically taught. It has evolved out of practice and expediency, whereas professions such as law and medicine, and sciences such as physics and chemistry, have evolved out of principles. Its practitioners usually become specialists—copywriters, art directors, account executives, researchers, etc. —before they have learned the relation of their specialties to one another and to the systematic whole. The schools have followed the same disintegrated pattern because it is the only pattern they know. The typical course in "principles of advertising" is like an aerial photograph of a town that shows the shopping centers, the residential sections, and the streets and says nothing about the community, just as the typical training or indoctrination program in an agency shows the neophyte the various departments but teaches him nothing about the functional philosophy of advertising. The result is almost inevitably an assembly-line operation, each specialist tightening his own set of bolts or attaching his own set of wires and knowing little about the over-all design and function of the finished product.

■ If the advertising practitioner were trained as, for example, a physician is trained, he would work as the physician works. The physician knows not only medical history and precedents, physiology, histology, and pathology, but the methodology of diagnosis and treatment. If symptoms fail to clearly identify the disease, he must construct a hypothesis, but it will be more than a guess. In all he does he works in a definite, orderly way according to a methodology that directs his exploration, his imagination, and his judgment. But for the average advertising practitioner, almost nothing is certain, there are few tested and generally accepted principles to guide thinking, guesses often masquerade as facts, creativity is experimental, and no one can write an infallible Q.E.D.

This book is an attempt to demonstrate and document a methodological approach to the solution of advertising problems which has proved its ability to set up safeguards against such confusion. Its individual steps contain little that will be new to most experienced practitioners. Its value lies in its organization and its use of verified data. While it can't (and heaven forbid that anything ever should!) "make advertising a science," it borrows its design from scientific method.

It was foreshadowed but not fully developed in my previous volume, *The Anatomy of Advertising*, published in 1942. During the intervening years, with the cooperation of nearly 2,000 students and the agencies and advertisers I have been permitted to serve as training consultant, I have been able to clarify and test it to the point where I now feel warranted in presenting it in a new way. Hence the title of this book. . . .

A Business of Problems

You've often heard advertising called a "business of ideas." Maybe you've thought of it this way, yourself. But like so many convenient labels and generalizations, this one is only partly true, and its part-truth has been responsible for many errors of commission and omission. It is like a rubber cap that is too small and has been stretched until it split.

There is no doubt that "ideas" constitute the body of most advertising work, but the trouble with the word is that it focuses attention on the body instead of on the work—that is, the *processes*—and thus foreshortens the view. It's like thinking of a race horse only in terms of the finish. This may be all right if you're only a bettor, but if you're the horse's owner you know that many factors determine its ability to reach the finish line in the money: its breeding, temperament, and training; the skill and experience of the jockey, the nature of the competition, the condition of the track, the starting position, and the running strategy. No horse can win if its owner hasn't given his best attention to these matters before the starting gate goes up.

■ Like your horse, your idea can't win —can't interest, motivate, and activate readers—unless it fits its purpose, is psychologically sound, competitively effective, and skillfully interpreted and directed.

In this book, you will find advertising treated as a business of problems, and ideas treated as means of solving problems.

Ideas Solve Problems

An effective idea never stands alone like a statue in an art gallery. It is related by links in a chain of thought to a specific set of objectives, each of which in itself relates to one or more problems. Its degree of effectiveness lies in the

measure of its ability to help solve not just one but many of those problems. If you start to hunt for ideas before you have clearly identified, isolated, analyzed, and evaluated the problems, and before you have gathered and weighed all the important facts pertinent to them, you operate much like the bettor who tries to pick a horse from a tip sheet, and I've heard that on the average only about 10 per cent of bettors are able to cash their tickets.

By focusing your attention on procedure—on the steps leading to problem solution—you don't completely eliminate the chance of error, but you do follow the process that has produced most of the great scientific discoveries which history records. No scientist sets up an experiment or outlines a series of experiments without first having studied the materials he must work with and their relation to the problem he wants to solve. Usually a clear understanding of the problem suggests or actually dictates his design.

As I said in the Foreword, advertising isn't a science, and never will be; but much of our present knowledge about it and its operation comes from the use of scientific methods. Such methods can also help to solve many of its specific problems.

Four Familiar Concepts

I hope in this book to demonstrate these methods and their application, but before I begin to set up my apparatus I shall ask you to consider—and reconsider—several familiar concepts:

- 1. The concept that advertising is a *sales tool*
- 2. The concept that its elements are *pictures and words*
- 3. The concept that its reader is *a person to be sold*
- 4. The concept that its sponsor can *control the reader's mind, emotions, and actions*

All these concepts are acceptable, usually with honor, in some of the highest advertising society. But let's examine them closely.

■ 1. *Advertising as a Sales Tool.* No one will deny that the advertiser spends his money in the hope that it will come back to him, with profitable dividends, through sales. He therefore uses advertising as a sales tool. And he tends to think of it in tool terms, much as he thinks of a shovel or a pickax that he might use to hunt for buried treasure. But except in certain special circumstances advertising is not a direct-action tool. It is a motivating stimulus, and its function is to condition the reader to consider the desirability of a purchase. To do this skillfully and with any real prospect that it will eventually result in a sale, advertising must do many things. It must attract and hold attention of the *right* readers; overcome such obstacles as reluctance, suspicion, guilt feelings; combat competitive influences; establish criteria of preference; arouse favorable emotions; create memorability. The advertiser who focuses his advertising thinking on sales, which are the ultimate objective and the end result of a complex psychological sequence, is likely to forget or neglect these intermediate objectives that his advertising must achieve before it can attain maximum effectiveness. Advertising—general advertising—doesn't "dig" sales. It helps to make sales possible. And that's how we shall consider it in the chapters that follow.

■ 2. *Advertising as Words and Pictures.* The concept that advertising is pictures and words in various combinations is literally true, but it is not scientifically true. Its pictures and words are vehicles and symbols—vehicles of ideas and factual information; symbols of taste, feeling, and action. They are surrogates of senses: they substitute for the realities of seeing, hearing, touching, tasting, and smelling. The wrong kinds stagnate on the page. The right kinds leap into the reader's mind and explode there. The most skillful and intuitive practitioners have always known these things, but only with the emergence of scientific studies of human behavior and psychological stimuli have they acquired the status of scientific fact and the working utility contributed by names and classifications. These studies have helped us all to realize that the reader responds, not to pictures and words as such, but to their meaning for *him*. They have shown us that this meaning may be, and often is, different from the meaning they originally had for the artist, writer, or advertiser. Obviously, the only meaning that has any value for the advertiser is the reader's meaning. Therefore, pictures and words whose meaning the reader misunderstands or rejects fail to communicate, and the cash machine registers "No Sale."

■ 3. *Advertising as a Lethal Weapon.* The concept that the reader is a person to be sold is responsible for the kind of advertising called "hard sell." The phrase is a verbal bastard: its father is wishful greed and its promiscuous mother is ignorance. The advertiser who uses it and the practitioner who allows it to be imposed upon him proceed on the theory that advertising is a lethal weapon, and they equip it with self-serving commands, boasts, and exaggerated claims in the belief that these devices will "break down reader resistance." They reject the evidence of both common sense and scientific research which proves them wrong—which proves, in fact, that they defeat their ends by *creating* resistance.

■ 4. *Advertising as a Dictator.* The concept that advertising can "control" the reader grows out of Number 3, but is different in its expression. It is basically fascist in that it considers the reader a potential "victim" or "subject," but it operates with more subtlety. It believes the reader is a fool, an ignoramus, or a hyperneurotic; and because some such readers do exist its methods sometimes succeed. It pets and cajoles. It makes unperformable promises. It insinuates and cunningly suggests. It recognizes no limitations except a cease-and-desist order. It gives advertising a bad name.

Why Readers Read Advertising

If you agree with my description of these concepts you can do much to correct them and to combat their frustrating and destructive consequences—not for moralistic reasons but for sound business reasons. The key to such an effort lies in recognizing a simple and incontrovertible truth: that people read, believe, and actively respond to advertising, not because the advertiser wishes or urges them to, but because they find it to their advantage. They don't want to be "sold"—they want to be helped. They don't want to be "told"—they want to learn. They don't want to be "controlled"—they want to make up their own minds. They don't want to be "pushed"—they want to be invited. The more—and more effectively—you can help them to learn what is to their advantage to know in order to choose what is to their advantage to have, the more eagerly they will accept your invitation to buy what you have to sell.

Many of advertising's most serious problems have their roots in attitudes nourished by these mistaken concepts, and their solution is less a matter of method than of mental set. So long as advertising is employed as a direct-action tool or weapon to be used *against* the reader and wholly in the self-interest of the advertiser, just so long will its spirit be handicapped and its productiveness frustrated. Change the concept, and you change the attitude—automatically. Change the attitude, and you change the approach. Many problems disappear as when a fresh wind dispels a fog. Those that remain lie clear, distinct, and soluble by your uncluttered mind.

Practical Philosophy of Helpfulness

My philosophy is rooted in the concept that *the primary function of advertising is to help the reader find means to satisfy his needs, wants, and desires; and that only by performing this function honestly and convincingly can it best serve the commercial interests of its sponsors.* Unless you believe in this concept, or are willing to suspend your judgment of it until demonstration is forthcoming, I suggest that you ask for your money back without delay. . . . #

Tyler Picks Ten for September . . .

Fall Ad Fireworks Have Failed to Go Off

By William D. Tyler

This is the time of year when the advertising business traditionally puts its best foot forward. The new campaigns that have been gestating over the summer are proudly presented in the fall prints. It is a time of display for our creative pyrotechnics and all of us stand around accepting compliments on our vicarious offspring.

William D. Tyler

So far this fall, all we have been doing is standing around. By and large, the fireworks failed to go off. I can't remember a season when there have been so few advertising surprises. I'm not glooming that things-have-come-to-a-pretty-pass. The health of advertising creativity is exceptionally good. It's just that up until this writing the best advertisements are extensions of established campaigns. Come now, fellows. It's hard enough to write this column without you providing new material.

United States Lines

For example. One of the month's best was a follow-up to the great newspaper ad the U. S. Lines ran last spring headed, "To Europe on S. S. United States—for the Cost of a Five-Day Motor Trip!" This one was addressed to business men and entitled, "How to get to Europe relaxed in just 3 business days!" The subhead explains: "S. S. United States—world's fastest ship—gets you there relaxed and ready to do your best work. And it takes just a weekend and three business days." A little sneaky, but effective. Makes ships sound less slow, and reminds business travelers that a jet flight requires a period of re-orientation at the other end. Dick Neff's copy is full of interesting specifics about the accommodations, and starts out with, "Rush to this. Rush to that. A killing pace. Need a change? Ask your doctor." Layout by Thompson's Jack Reilly.

Travelers Insurance

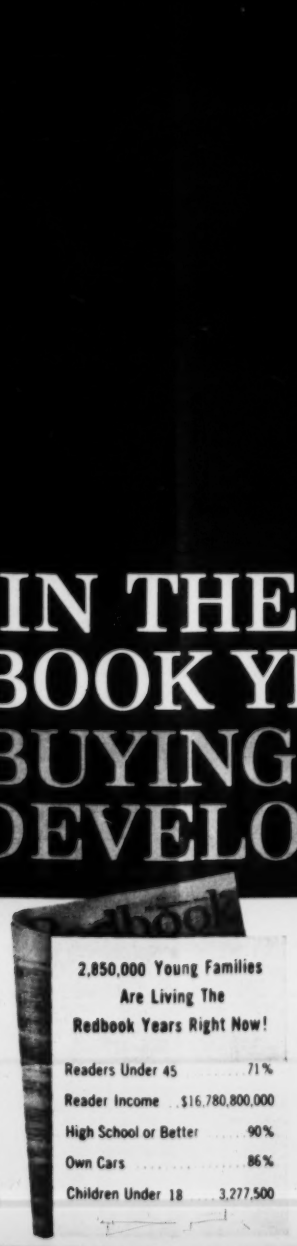
Both Travelers and Metropolitan Life are clients of Young & Rubicam. Evidently each insurance advertiser felt that his strongest story this fall lay in shaking the complacency of the under-insured. An insurance policy that looked good ten years ago is inadequate today. Robert Higbee wrote a headline for Travelers well calculated to jolt the thoughtful reader: "$10,000 makes a big splash (but a pretty small trickle)." His copy points out that the average family owns less than that amount of life insurance, suggests that you let the Travelers man tell you how the "More-for-less discounts work." John Geyer made the all-type layout.

Metropolitan Life

Metropolitan, on the other hand, evidently goes around with a better-heeled bunch. Their ad on the subject starts out, "Eleven thousand dollars. That's how much life insurance the average insured family owns." (The difference probably

IN THE REDBOOK YEARS THEIR BUYING HABITS DEVELOP

Young Adults need more of everything and spend faster than any other magazine group in America. They're learning to choose for themselves from among the thousands of products and services for family and home. Eager, yet thoughtful, they welcome information and buying counsel. This is the time to reach them, as their tastes and habits are forming, at the start of their best consuming years. There is one way to do it, in the one magazine that has won their trust: You *have* to speak to them in Redbook.*


2,850,000 Young Families
Are Living The
Redbook Years Right Now!
Readers Under 45 ..... 71%
Reader Income ..$16,780,800,000
High School or Better 90%
Own Cars 86%
Children Under 18 3,277,500

reach them

in Redbook

The Magazine for Young Adults

*FIGURES ON NON-DUPLICATION OF CIRCULATION WITH OTHER MAJOR MAGAZINES MUST BE SEEN TO BE BELIEVED. SEND FOR THEM!

230 PARK AVENUE, NEW YORK, N. Y. MURRAY HILL 6-4600—OFFICES IN CHICAGO, BOSTON, LOS ANGELES

lies in the word, "insured.") Art Director Anthony Cappadona used an editorial-cartoon technique to illustrate William Brownell's headline, "How long will it last?" It showed, as you can plainly see, a widow slicing a loaf lettered "$11,000." Copy story points out how little this is, and recommends calling in the Metropolitan man to discuss a "tailor-made plan" for extra coverage. An ad of somewhat greater reader interest than Travelers, but one that gives me far less reason to act, since it lacks the money-saving hook of the former.

Thom McAn Shoes

D'Arcy's Dick Hill was so taken with the copy in the new Thom McAn newspaper ads that he sent me both the male and female versions, which were written by Doyle Dane Bernbach's Ron Rosenfeld, and laid out by Ben Spiegel. The male rendering is shown here. It reads: "(Hum Cha Cha rhythm as you read) Wear 'em to the office, wear 'em to the dance. Wear 'em with a sport coat or a sporty pair of pants. Cha Cha, Cha Cha, the boot with a beat. All guys love Cha Cha, young and old alike. Drivin'

in a sports car or pedalin' on a bike. Cha Cha, Cha Cha, the boot with a beat . . ." And so on. Really scans. Selects its audience, ought to sell some shoes.

Qantas Airlines

The most timely ad of the month was for Qantas Airlines. It was an announcement of jet service to England, and it sprang off the recent publicity given to palace guardsmen in their bearskin hats. Illustration tells its story in the wind-blown fur and the highly irregular direction of the guardsman's eyes. Idea was Cunningham & Walsh's Fred Manley. Layout by John Flack. Either by design or coincidence, the ad ran on the heels of two remarkable coincidences. KLM had been running a teaser campaign based on three words, "Whoosh, Wow, and Go!" This ad, as you can see, benefited more than somewhat by that fanfare. The other coincidence was the fact that one of the leading magazines ran a pair of pictures almost identical to this one last month, to illustrate that guards-men's eyes did occasionally stray. Even without all that, this was a hard ad to pass by.

Pillsbury Hot Popover Mix

Food ads in magazines are so strikingly similar that it is hard to find a standout. Pillsbury had one to introduce its new Popover Mix. It featured a wonderful and commanding color shot of the finished product—art direction by Ralph Seberhagen and photography by Hy Williams, a provocative invitation, "Why wait? It's new from Pillsbury," and a service column alongside with some fine appetite copy written by Campbell-Mithun's Angie Clement and B. Chenal. Excerpt: "It's big

and handsome and (as you can see at the right) it usually wears its crusty top hat at a rakish angle. When broken open, out bursts a puff of steaming fragrance."

Van Dyck Cigars

To introduce Chicago to Van Dyck gars, William Casey of Young & Rubicam worked out a promotion ad that gets an "A" for speed and simplicity. Trick was to make a newspaper offer that would get people to send in for free samples. The ad you see here couldn't get that message over faster if it tried. The device of the phone dial with the numbe in the middle and the cigar bands in the place of the digits is brilliantly simple. "Phone for free cigars!" doesn't fumble around, either. There's even a good copy line: "So mild you could chain-smoke 'em!" Art director was George Infante.

Marshall Field

Field's ran an ad last month on which plates had probably been standing for years. Not since 1919, but for a good long time. It ran the historic morning after the Sox won that last game from the Clevelands. It's a great ad all right, but I picked it more to make a point than to credit this particular job, which was the result of a team effort by Field's art and copy departments, supervised by Fran Foley, art director, and Marie Kandl, copy chief. My point is that there are certain institutions which have the opportunity, through heart-warming, public spirited advertising like this, almost to stand for the community they serve, as Field's does for Chicago. Advertising that gets you thought of first beats advertising all hollow that argues for the sale. The wonder is that so few recognize this opportunity and set out to seize it. Here is an example of using advertising to build and maintain leadership, not just for improving public relations or establishing an "image." This sells Field's as the store

BIZ QUIZ

Lester Leber

Compiled by Lester Leber

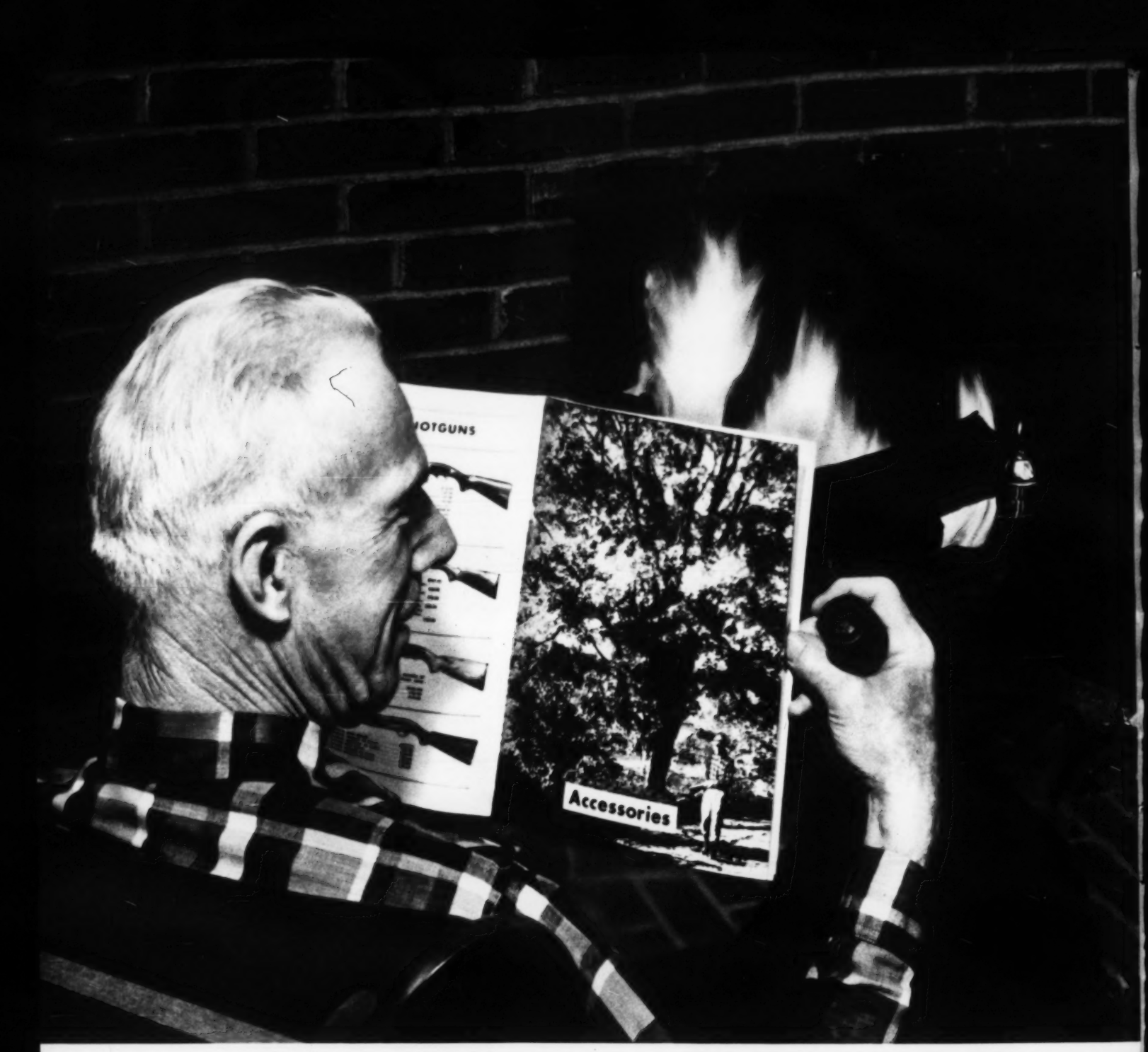
If you get half of these right, you're good. Answers on Page 159.

1. **Federal Trade Commission is conducting an especially "vigorous" campaign against**
   (A) Discriminatory advertising allowances
   (B) Exaggerated claims
   (C) Offensive copy for personal products
2. **Average audience for a non-Western half-hour network show is 19.1. The figure for Westerns is**
   (A) 15 (B) 20 (C) 25
3. **Pan American Coffee Bureau's current campaign encourages the consumer to**
   (A) Drink coffee more often
   (B) Make it stronger
   (C) Use larger cups
4. **In 1880 the mass media then available (newspapers, periodicals, books) absorbed 2.4% of the average family income. In 1957 the figure for mass media (adding radio and television) was**
   (A) 1.2% (B) 2.4% (C) 4.8%
5. **According to the Advertising Research Foundation, the principal challenge of the 1960's will be**
   (A) Better measurements of advertising effectiveness
   (B) Increased effectiveness of advertising
   (C) Maintenance of our high standard of living
6. **If you include local as well as national advertising, the largest expenditure is in**
   (A) Newspapers (B) Television (C) Radio
7. **Of all the advertising handled by American agencies, the portion handled by the 338 who belong to the American Association of Advertising Agencies is**
   (A) ¼ (B) ½ (C) ¾
8. **A rule of thumb for estimating number of inquiries to an ad in a weekly magazine after the first week's returns are counted is**
   (A) Add 50% (B) Double it (C) Triple it
9. **The region with highest per capita income is**
   (A) Far West (B) Mid-East (C) New England
10. **The proportion of newspaper food advertising devoted to special offers such as price-offs, two-for-ones, premiums, etc., is**
    (A) 10% (B) 30% (C) 50%
11. **Advertising that opposes specific legislative curbs on business**
    (A) Is prohibited by Federal law
    (B) Is disallowed as an income Tax deduction
    (C) Is accepted at special rates by some media
12. **Among cigarette brands last year's biggest spender in measured media was**
    (A) Viceroy (B) Kent (C) Winston
13. **Annual output of chewing tobacco in pounds is**
    (A) 690,000 (B) 6,900,000 (C) 69,000,000
14. **In making a commercial moving picture film, the additional cost for color over black-and-white is usually**
    (A) 50% (B) 100% (C) 200%
15. **Beverage companies invest 64% of sales in advertising. The category that spends the highest percentage is**
    (A) Malt (B) Wines (C) Distilled and Blended
16. **Pet food is big business. In relation to dogs, the cat population is**
    (A) Smaller (B) Same (C) Larger
17. **Farm families get the following portion of their income from non-farm sources such as real estate rentals, interest, dividends, pensions, wages from working for others, etc.**
    (A) 15% (B) 25% (C) 35%
18. **The city with the largest amount of color advertising in one newspaper is**
    (A) Milwaukee (B) Los Angeles (C) New York
19. **During the sixties America's population will increase each year by approximately**
    (A) 1,000,000 (B) 3,000,000 (C) 5,000,000
20. **The world's biggest city is**
    (A) New York (B) London (C) Tokyo

REPRODUCED IN 4 COLORS BY OFFSET-LITHOGRAPHY ON INTERNATIONAL TI-OPAKE, VELLUM FINISH. BASIS—25 x 38—80 LB.—500. PRINTED 18 UP AT 4000 IPH.

Doesn't this make your trigger finger start to tingle?

This striking reproduction of a crisp fall hunting scene is printed on International Ti-Opake, one of America's new *first family of fine papers* by International Paper. →



Your good printing—on our good International Papers—can introduce millions to the outdoor life

NEED OPACITY in a *lightweight* sheet? Economical International Ti-Opake fills the bill.

See how pictures practically pop right off the page? That's Ti-Opake's clean white surface for you. And there's no feathering or offsetting. You can count on beautiful results like this, in flashing full color or dramatic black and white.

International Ti-Opake is one of the most *versatile* papers we make. It's equally suitable for offset-lithography, letterpress, silkscreen, or sheet-fed gravure.

You'll find that the fast-drying properties of International Ti-Opake make it ideal for financial and real estate prospectuses and other rush jobs. Ti-Opake is also widely used for brochures, stuffers, greeting cards, price lists, booklets, inserts, annual reports, and announcements.

Ask your paper merchant today about the new 8½ x 11 *ream-sealed* packages. They are made to order for small offset-duplicating presses and come in convenient pull-tape junior cartons. International Ti-Opake is also available in all standard book sizes.

Fine Paper Division **INTERNATIONAL PAPER** New York 17, N. Y.

you think of first when you have something to buy. You can't beat that.

Schenley's Smooth American Gin

Schenley has introduced its new gin with a small-space, all-type, newspaper campaign that has caused a lot of comment around New York for its bright copy and high order of readableness. Headlines such as, "If This Gin Were Any Dryer, It Would Blow Away," and, "Now That The Censorship Has Been Lifted, May We Mention Our Naked Martini?" are not calculated to turn away readers. Then there's "Some People Play Better Gin Than They Drink," and, "Memorize This Gin Ad and Recite It at Parties." The selling idea is expressed variously: ". . . so smooth you can make a martini by just pouring it over ice cubes." Or, "Smooth as you know what." Dick Hope and Bob Olsen of BBDO are responsible.

Now That The Censorship Has Been Lifted, May We Mention Our Naked Martini?

We have a gin so wondrous smooth that it, too, needs no cover-up. Folks make "naked Martinis" with it. All you need is ice cubes and a thirst. Olives? Lemon peel? Vermouth? Who needs them?

Until now, the rough edges in gin used to be hidden discreetly under aromatics and perfumes. Then we discovered a way to distill them out—so this S.A. Gin is as smooth as you know what.

S.A.? That's its nickname. Its real tag is Smooth American Gin by Schenley. But who calls such a wonderful friend by its full name?

P.S. About that rumor that S.A. means sex appeal. You're welcome to your own definition. All we say is this: if you ask for "S.A." at your favorite liquor outlet, Smooth American is what you'll get. We don't think you'll be disappointed. Distilled from 100% grain neutral spirits, eighty proof. Schenley Distillers Company, New York City.

Polaroid Land Cameras

The most striking new-product announcement last month was the 3-pager for Polaroid's new 3000-speed film (the first two pages are reproduced below). The first page was a teaser that showed nothing but a giant hand starting to pull back the corner of a developed film. The inside spread purported to show the finished picture two ways. On one page, the hand was holding up the picture of a daytime indoor shot, on the opposite page a nighttime indoor shot. Copy makes the point that the film is so sensitive that it takes indoor pictures without flash bulbs, either day or night. Solid advertising, dramatically presented. It was the idea of Doyle Dane Bernbach's Helmut Krone, who also made the layout. #

You are about to see the first pictures taken with the new 3000-speed Polaroid Land film. A remarkable new film so sensitive to light you can now take 60-second pictures indoors day or night without flashbulbs!

Wyatt Earp	8:30-9	ABC	Gillis-Fibber (tie)	8:30-9	CBS, NBC
Rifleman	9-9:30	ABC	Tightrope	9-9:30	CBS
Red Skelton	9:30-10	CBS	Ford's Startime .	9:30-10:30	NBC
Garry Moore	10-11	CBS			
WEDNESDAY					
Wagon Train	7:30-8:30	NBC	Line-Up	7:30-8:30	CBS
Price is Right	8:30-9	NBC	Ozzie & Harriet	8:30-9	ABC
Hawaiian Eye	9-10	ABC	Perry Como	9-10	NBC
This is Your Life	10-10:30	NBC	US Steel	10-11	CBS
Wichita Town	10:30-11	NBC			
THURSDAY					
To Tell the Truth	7:30-8	CBS	Whispering Smith	7:30-8	NBC
Bat Masterson	8-8:30	NBC	Donna Reed	8-8:30	ABC
Real McCoys	8:30-9	ABC	Staccato	8:30-9	NBC
Zane Grey Theatre	9-9:30	CBS	Bachelor Father	9-9:30	NBC
Untouchables	9:30-10:30	ABC	Ford Show	9:30-10	NBC
			You Bet Your Life	10-10:30	NBC
FRIDAY					
Rawhide	7:30-8:30	CBS	Disney	7:30-8:30	ABC
Man From Blackhawk	8:30-9	ABC	Specials	8:30-9:30	NBC
77 Sunset Strip	9-10	ABC	M Squad	9:30-10	NBC
Capt. of Detectives	10-10:30	ABC	Twilight Zone	10-10:30	CBS
Black Saddle	10:30-11	ABC	Person to Person	10:30-11	CBS
SATURDAY					
Perry Mason	7:30-8:30	CBS	Bonanza	7:30-8:30	NBC
Wanted Dead or Alive	8:30-9	CBS	Beaver	8:30-9	ABC
The Deputy	9-9:30	NBC	Brenner-Mr. Lucky	9-9:30	CBS
Have Gun, Will Travel	9:30-10	CBS	Five Fingers	9:30-10:30	NBC
Gunsmoke	10-10:30	CBS			
SUNDAY					
Lassie	7-7:30	CBS	Colt 45	7-7:30	ABC
Maverick	7:30-8:30	ABC	Riverboat	7:30-8	NBC
Lawman	8:30-9	ABC	Ed Sullivan	8-9	CBS
GE Theatre	9-9:30	CBS	The Rebel	9-9:30	ABC
Hitchcock	9:30-10	CBS	Alaskans	9:30-10:30	ABC
Benny-Gobel	10-10:30	CBS			

One thing outstanding in this analysis is the leveling off of any single network dominating a number of nights. The way it is shaded is as follows:

Monday—ABC slightly ahead
Tuesday—ABC slightly ahead
Wednesday—NBC
Thursday—close split
Friday—ABC
Saturday—CBS
Sunday—ABC-CBS

This breakdown favors ABC leadership, but there are many close races which could turn into a three-way split by hours. The count by first and seconds is:

Firsts	Seconds	TOTAL
ABC—14	ABC—8	22
CBS—14	CBS—9	23
NBC—7	NBC—14	21

Since the total is so close the 59-60 season could be a standoff, except where some intrinsically mediocre shows gain because of lack of competition. And, there will be weeks with specials when one special does an extraordinary job and the following week dies aborning.

It is always difficult to predict the fights or any sporting event, except that, in general, they rate lower than a regularly scheduled show. The exception is always when there is a good fight. Exciting, timely guest stars by the same token may pick up an Ed Sullivan or Dinah Shore show. In general, the hours should be stronger programming than the half hours because of their extended appeal to a viewer and their opportunity to build character. Fewer quiz and participation shows make predicting easier because there will be fewer freaks. There may be too many cowboys which cause a leveling out of this category.

It is, of course, possible to predict that there will be fewer contrasts between top and bottom shows this year. The advertiser can count on 10,000,000 homes on the average and since prices have leveled off, the costs per thousands will be good. Good luck, to everybody! #

Looking at Radio and Television . . .

Grab Your Gibsons and Guess

By the Eye and Ear Man

Every September a hardy group of tv men from agencies and tv studios gather in their favorite hangout and, warmed by a brace of Gibsons, make their selections for the winning entries in the new fall season. If there is sporting blood in the group, they organize a Nielsen pool; each man makes a prediction on the Nielsens for the full evening schedule. Contributions to the pool are based on the number of rating points by which a prediction misses.

These experts base their guesses on an old show's rating record and the likely strength of its competition. In the case of a new show they consider the track record of the production company, the writer and the actual producer of the program—as well as the box office potentialities of the principal performers. For this kind of guessing game, they don't even have to wait until the programs have made their fall entry.

■ This is the way the fall line looks to one of those barchair experts. His No. 1 selections are in the first column; his choice for second in the second.

Why not make your own predictions and match them against the "experts?"

MONDAY	Number One		Number Two		
Cheyenne	7:30-8:30	ABC	Name That Tune	7:30-8	CBS
Bourbon Street Beat	8:30-9:30	ABC	Texan	8-8:30	CBS
Ann Sothern	9:30-10	CBS	Wells Fargo	8:30-9	NBC
Steve Allen	10-11	NBC	Thomas-Gunn (tie)	9-9:30	CBS, NBC
			Adventures in Paradise	9:30-10:30	ABC
TUESDAY					
Bronco-Sugarfoot	7:30-8:30	ABC	Laramie	7:30-8:30	NBC

BIZ QUIZ

Answers to the questions on Page 156

1. (A) Chairman Earl W. Kintner stated last month that the FTC "is pursuing a policy of vigorous law enforcement against abuse or misuse of cooperative advertising allowances."

2. (C) Nielsen average for half-hour westerns is 25.4. Cowboy programs also score higher than the others on a 60-minute basis.

3. (B) The coffee-growers are out to combat the tendency to use less coffee for each brewing.

4. (B) Charles E. Scripps of Scripps-Howard took a look at money patterns and was surprised to find that Americans spend the same proportion of their income on mass media today as they did 'way back in 1880.

5. (A) ARF has formally "recognized the need for better measurements of advertising effectiveness" and made it the theme of this year's program.

6. (A) Over 3 billion dollars was spent for newspaper space last year. That's about 3 times as much as tv got and 12 times radio.

7. (C) The 4A's claim to place almost exactly three-fourths of all advertising handled by agencies in the United States, of which there are about 5,000.

8. (B) Starch's "Analysis of 12 million inquiries" shows that about half of all returns from a weekly magazine arrive during the first week. And from a monthly magazine half come during the first month.

9. (A) August Survey of Current Business shows Far West leading with per capita income of $2,450, 19% above last year's U. S. average. Mid-East is next with $2,413 and New England third with $2,335.

10. (B) Charles H. Brower of BBDO says that almost a third of all food ads in newspapers feature "gimmicks."

11. (B) Present Internal Revenue regulations do not permit deductions for advertising that opposes penalties on business. Such outlays come from profits after taxes.

12. (B) In tv, magazines, newspapers and outdoor media, Kent invested over $11 million last year, and improved its sales position from 11th to fifth. Viceroy spent almost $9 million and Winston less than $7 million. Top-selling Camel was under the $4 million mark.

13. (C) U. S. Dept. of Agriculture estimates output of chawin' 'baccy for the last fiscal year at almost 70 million pounds. And that's "a new long-time low."

14. (C) Modern Talking Picture Service claims that color films usually cost three times as much as black-and-white.

15. (A) The beer brands win. They spend 6.69%. Wines are 5.04%. Distilled, rectified and and blended liquors are only 2.15%.

16. (C) There's more meow than bow-wow. This Week estimates that there are 2,000,000 more cats than dogs in America.

17. (C) National Industrial Conference Board reports that farmers get about 35% of their income from non-farm sources.

18. (A) Milwaukee Journal leads this parade with 2,400,000 lines of r.o.p. color last year. Los Angeles Times was second. New York's best is The Post which is No. 195 on the list.

19. (B) We will soon be adding to our population the equivalent of a city the size of Phoenix, Ariz., every month. By 1969 there should be nearly 210 million Americans.

20. (C) Latest figures show Tokyo first with more than 9 million people. London is slightly over 8 million and New York slightly under 8 million.

October Pages and Linage in Consumer Magazines

Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

	Pages				Lines			
	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958
Weeklies, Bi-Weeklies, Semi-Monthlies (September)								
Commonweal	10.2	10.7	143.7	118.5	4,284	4,494	60,354	49,770
Cue	61.3	66.8	581.2	620.0	26,311	28,671	249,312	265,973
Down Beat	31.4	39.3	393.6	341.2	13,202	16,394	165,240	141,210
Grit	24.8	21.0	238.7	209.6	24,751	21,023	238,683	209,600
†Life	325.6	300.6	2,577.5	2,409.4	221,434	204,434	1,752,726	1,638,418
Look	151.1	129.4	997.8	1,004.0	102,748	87,992	678,504	682,720
Newsweek	266.9	250.5	2,171.5	1,999.1	112,098	105,210	912,030	839,622
§New Yorker	460.5	415.2	3,237.7	2,846.9	197,550	178,131	1,388,971	1,221,320
#National	451.1	403.2	3,157.8	2,755.3	193,505	172,961	1,354,693	1,182,033
#Sectional	33.6	43.0	280.6	327.1	14,448	18,463	120,398	140,314
Presbyterian Life	10.8	9.7	119.9	94.0	4,575	4,097	50,438	39,495
††The Reporter	23.8	12.5	171.2	90.7	9,988	5,275	71,909	38,130
Saturday Evening Post	239.8	248.8	1,976.5	2,091.0	163,058	169,153	1,344,007	1,421,889
Saturday Review	90.3	99.1	767.6	692.5	37,928	41,615	322,366	290,879
‡Sporting News	36.4	17.9	231.3	238.3	39,483	19,463	250,917	258,509
*†Sports Illustrated	153.4	138.6	1,136.3	971.8	65,730	59,421	491,720	416,831
†Time	241.1	264.1	2,085.8	2,050.2	101,273	110,905	876,036	861,074
TV Guide	63.9	47.4	421.2	351.8	11,635	8,618	76,639	64,042
U. S. News & World Report	225.3	205.3	1,938.3	1,806.9	94,626	86,226	814,086	758,898
Total Group	2,416.6	2,276.9	19,289.8	17,935.9	1,230,674	1,151,122	9,743,938	9,198,380

†Four issues September 1959; five issues September 1958. ††One issue September 1959; two issues September 1958. ‡Five issues September 1959; four issues September 1958. §Total represents national advertising plus sectional or reduced decimal equivalent. #Not included in totals. *These figures adjusted for regional space.

	Pages				Lines			
	Oct. 1959	Oct. 1958	Jan.-Oct. 1959	Jan.-Oct. 1958	Oct. 1959	Oct. 1958	Jan.-Oct. 1959	Jan.-Oct. 1958
Women's								
†Bride & Home	100.0	48.4	331.8	203.6	63,223	30,600	209,675	128,648
†Bride's Magazine	140.5	126.4	697.7	653.6	88,796	79,885	440,946	413,075
Everywoman's Family Circle	49.5	66.4	420.7	390.6	21,236	28,486	180,481	167,568
Good Housekeeping	138.5	130.1	1,015.9	1,023.7	59,436	55,828	435,842	439,189
Ladies' Home Journal	107.3	110.6	890.5	841.8	72,932	75,193	605,512	572,426
McCall's	98.3	72.6	647.5	637.1	66,867	49,393	440,343	433,232
††Modern Bride	—	—	507.8	433.6	—	—	320,929	274,035
§Parents' Magazine	112.8	108.1	619.0	606.8	48,779	46,571	266,921	261,184
Seventeen	121.0	88.5	1,162.7	1,082.9	82,275	60,154	790,606	736,395
*Woman's Day	51.6	42.5	371.1	305.0	22,118	18,235	159,188	130,843
The Workbasket	48.1	50.1	384.2	366.0	9,424	9,812	75,295	71,743
Total Group	967.6	843.7	7,048.9	6,544.7	535,086	454,157	3,925,738	3,628,338

†Published quarterly in January, April, July and October. Figures shown for October issue. §Includes Shopping Scout Section linage. *Sectional linage included prorated to circulation of regional editions. ††Beginning in 1959 Modern Bride changed from a quarterly to a bi-monthly. Cumulative figures shown for combined September-October issue.

General								
American Artist	21.8	28.3	230.5	240.7	9,153	11,903	96,825	101,107
American Forests	44.8	37.4	171.2	179.4	18,816	15,708	71,854	75,362
American Legion	19.5	20.6	161.6	133.7	8,188	8,657	67,892	56,179
Argosy	29.4	27.3	237.9	219.4	12,613	11,703	102,049	94,104
Atlantic	50.8	43.5	356.5	305.1	21,310	18,238	149,726	128,135
†Christian Herald	34.5	36.0	339.8	345.6	14,821	15,468	145,844	148,495
Columbia	17.5	19.3	119.0	96.2	7,360	8,108	50,026	40,373
Coronet	63.0	65.0	462.5	403.5	11,340	11,700	83,250	72,630
Cosmopolitan	24.3	22.8	236.9	192.8	10,432	9,782	101,654	82,674
Ebony	91.9	78.3	775.2	670.2	62,557	53,252	527,148	455,801
Elks Magazine	17.3	17.4	126.3	123.2	7,448	7,480	54,168	52,866
§Esquire	104.6	153.8	672.9	698.0	70,291	103,354	452,189	469,056
Extension	18.9	21.8	145.3	171.3	13,040	15,028	99,994	117,873
Flying	63.5	61.6	496.7	448.5	26,670	25,872	208,614	188,370
Golf Digest	20.0	14.6	233.1	202.2	4,080	2,974	47,548	41,243
Gourmet	50.4	38.6	294.9	282.0	21,614	16,546	126,390	121,002
Grade Teacher	44.2	55.5	286.8	303.6	19,502	24,475	126,496	133,892
Harper's Magazine	55.5	38.2	335.2	285.3	23,305	16,022	140,765	119,820
Hi Fi Review	73.3	65.7	699.5	360.3	30,786	27,594	293,790	151,326
High Fidelity	104.5	105.8	729.8	699.9	43,890	44,436	306,516	293,958
Holiday	101.5	79.7	874.6	832.7	69,016	54,218	594,756	566,218
Hot Rod	38.2	26.0	361.7	259.0	16,058	10,920	151,984	108,808
Improvement Era	24.9	23.2	247.3	241.9	10,449	9,758	103,882	101,604
Instructor	41.7	35.4	286.4	278.9	28,632	24,245	196,033	190,819
Kiwanis Magazine	12.3	10.8	87.9	65.8	5,173	4,547	36,899	27,619
Motor Boating	111.0	106.3	1,408.6	1,329.0	65,293	62,524	828,201	781,614
Motor Life	15.8	15.2	194.1	169.7	6,636	6,398	81,512	71,288
Motor Trend	23.3	15.9	264.7	205.7	9,772	6,678	109,944	86,450
National Geographic Magazine	42.8	46.0	405.6	392.1	10,175	10,948	96,097	92,908
Playboy	39.2	21.1	239.3	124.9	16,452	8,864	100,442	52,467
Popular Boating	48.5	36.1	764.7	578.7	28,518	21,226	449,643	340,275
Popular Photography	66.2	71.0	686.0	748.7	27,804	29,820	288,120	314,454
Promenade	29.8	33.8	185.5	183.4	12,589	14,514	99,347	78,701
Reader's Digest	70.0	59.0	741.0	481.5	12,740	10,738	134,862	87,633
Redbook	41.3	35.3	325.9	314.8	17,701	15,160	139,830	135,039
Sports Cars Illustrated	28.0	24.3	268.8	243.3	11,760	10,206	112,896	102,186
The Rotarian	9.9	9.0	85.3	76.8	4,160	3,790	35,804	32,294
Today's Health	32.2	28.1	271.5	233.1	13,836	12,076	116,594	101,287
Together	11.5	13.5	103.7	98.5	4,929	5,817	44,743	42,472
Town & Country	128.3	87.6	717.0	632.0	81,089	55,381	453,137	399,411
True	45.8	38.1	316.3	282.2	19,642	16,334	135,707	121,044
V.F.W. Magazine	12.0	14.1	110.9	113.7	5,029	5,916	46,594	47,873
Yachting	97.5	90.2	1,252.6	1,167.2	57,330	53,037	736,528	686,313
Total Group	2,021.4	1,871.2	17,311.0	15,414.5	971,999	901,415	8,326,293	7,513,043

† This year's linage does not include any linage carried in Protestant Church Buildings. This publication formerly was bound into Christian Herald quarterly; now it is a separate quarterly publication. § Total represents natioanl advertising plus section at reduced decimal equivalent.

Home								
American Home	56.3	54.8	468.4	486.5	35,558	34,611	296,006	307,502
Antiques	67.0	64.7	594.8	602.6	19,698	18,999	174,318	179,060
Better Homes & Gardens	117.6	115.3	877.9	924.5	74,310	72,883	554,839	584,299
Flower & Garden	20.8	19.4	311.8	272.3	8,744	8,148	130,942	108,046
Flower Grower	27.9	31.0	502.2	475.5	11,737	12,998	205,720	199,685
House Beautiful	208.9	170.1	984.1	948.5	132,059	107,513	621,974	599,475
House & Garden	122.1	102.2	676.3	611.9	77,193	64,585	427,425	386,725
†Living for Young Homemakers	130.1	110.4	688.9	618.0	82,197	69,764	435,360	390,587
Popular Gardening	25.2	27.0	454.1	424.1	10,566	11,335	190,725	178,127
Sunset Magazine	168.7	140.7	1,190.2	1,121.7	70,853	59,104	499,897	471,115
Total Group	944.6	835.6	6,748.7	6,485.6	522,915	459,940	3,537,206	3,404,621

† Sectional linage included.

Fashion								
*Charm	71.1	60.0	734.7	730.5	30,522	25,721	315,188	313,371
**Glamour	78.5	61.6	774.4	761.8	33,691	26,433	332,216	326,797
Harper's Bazaar	122.8	125.8	860.6	929.0	77,705	79,595	543,921	587,128
Mademoiselle	61.2	58.3	859.6	869.3	26,246	24,995	368,752	372,951
Vogue	174.2	165.4	1,316.3	1,365.2	110,122	104,555	831,901	862,793
Total Group	507.8	471.1	4,545.6	4,655.8	278,286	261,299	2,391,978	2,463,040

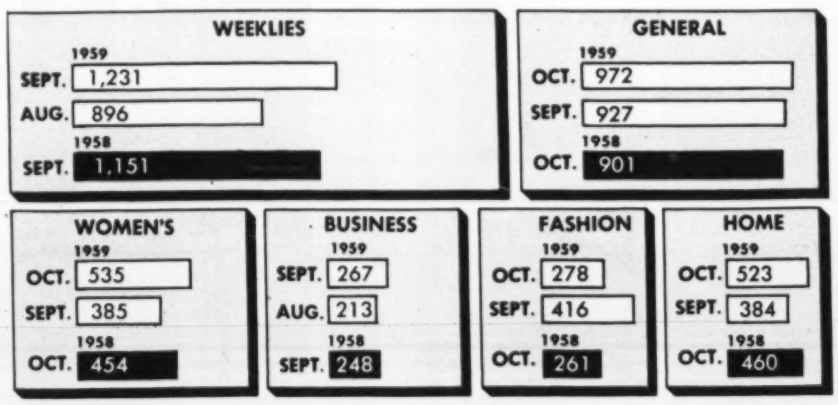
* Sectional linage included. ** Sectional linage included effective August 1959.

Movie-Romance-Radio-TV								
†Dell Modern Group:								
Modern Romances	35.8	30.5	268.1	257.6	15,344	13,082	115,025	110,501
Modern Screen	19.7	16.1	172.7	161.5	8,456	6,916	74,083	69,284
Screen Stories	14.4	13.7	142.6	136.8	6,196	5,888	61,188	58,689
Fawcett Women's Group:								
Motion Picture	14.0	10.4	145.2	135.5	6,005	4,457	62,299	58,144
True Confessions	24.5	22.0	231.0	200.8	10,498	9,434	99,097	86,131
Hillman Romance Group	4.9	4.9	43.0	87.5	2,106	2,114	18,455	37,554
††Hillman Women's Group	18.4	16.2	178.5	134.3	7,886	6,936	76,590	57,609
Ideal Women's Group:								
Intimate Story	25.0	21.3	224.6	161.4	10,718	9,138	96,384	69,231
Movie Life	22.5	25.3	225.1	188.6	9,647	10,838	96,613	80,919
Movie Star TV Close-Ups	22.6	25.3	225.2	188.5	9,682	10,838	96,636	80,849
Personal Romances	25.2	22.1	226.4	163.6	10,819	9,460	97,225	70,166
TV Star Parade	20.3	22.5	202.1	154.7	8,691	9,666	86,694	66,447
Screenland	10.8	15.2	124.8	117.9	4,638	6,537	53,550	50,621
Secrets Romance Group:								
Revealing Romances	23.8	20.7	205.0	179.9	10,233	8,909	88,059	77,215
*Confidential Confessions	23.5	21.8	192.0	120.3	10,100	9,359	82,383	51,627
Daring Romances	23.5	21.8	186.1	123.8	10,100	9,359	79,844	53,108
Secrets	23.8	21.9	205.2	184.0	10,233	9,396	88,045	78,946
True Story Women's Group:								
Photoplay	28.6	24.7	285.2	260.0	12,253	10,616	122,365	111,543
True Experience	20.0	13.2	162.1	132.6	8,588	5,643	69,560	56,886
True Love Stories	20.3	12.5	163.6	132.5	8,709	5,358	70,180	56,857
True Romance	19.9	13.6	164.1	133.8	8,535	5,825	70,417	57,404
True Story	61.6	57.6	525.7	512.5	26,411	24,729	225,534	219,863
TV-Radio Mirror	15.5	10.6	137.4	108.3	6,649	4,537	58,951	46,748
Total Group	518.6	463.9	4,635.7	3,976.4	222,497	199,035	1,989,177	1,706,342

NOTE: Figures for each publication in the Fawcett, Ideal and True Story groups include all advertising carried by the group as a whole PLUS additional advertising carried by each individual publication. † No January issue in 1959 or 1958. †† No July or September 1958 issues. § Published bi-monthly; alternates with Silver Screen; cumulative figures shown combined with those of Silver Screen. * Beginning in February 1959 Confidential Confessions and Daring Romances published monthly instead of bi-monthly.

Magazine Linage Trend

Figures in Thousands



§Business (October)								
Dun's Review & Modern Industry	95.2	80.0	812.5	746.2	39,963	33,606	341,239	313,412
Fortune	190.0	152.0	1,578.7	1,509.7	120,080	96,064	997,770	954,162
Nation's Business	63.6	56.4	508.6	434.0	26,724	23,675	213,665	185,217
Total Group	348.8	288.4	2,899.8	2,689.9	186,767	153,345	1,552,674	1,452,791

§ Because current month linage figures for several publications are not yet available this group is broken into an October and a September section.

	Pages				Lines			
	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958	Sept. 1959	Sept. 1958	Jan.-Sept. 1959	Jan.-Sept. 1958
Business (September)								
†Barron's	61.1	74.7	694.9	600.3	40,086	48,982	455,871	393,802
Business Week	440.2	401.2	3,431.5	3,262.6	184,901	168,500	1,441,243	1,370,292
††Financial World	39.5	32.4	430.5	370.2	16,627	13,619	180,842	155,504
Forbes	59.4	40.5	502.9	443.1	24,949	17,012	211,206	186,131
Total Group	600.2	548.8	5,059.8	4,676.2	266,563	248,113	2,289,162	2,105,729

† Four issues September 1959; five issues September 1958. †† Five issues September 1959; four issues September 1958.

Farm Magazines								
Capper's Farmer (mon)	36.5	40.8	387.4	492.9	15,671	17,521	166,262	211,478
Farm & Ranch—Southern Agriculturist: (mon)								
#Southeastern Edition	32.6	34.7	346.2	361.5	13,971	14,873	148,526	155,096
#Southwestern Edition	34.9	35.9	352.4	360.5	14,992	15,407	151,183	154,672
Average 2 Editions	33.5	35.2	348.6	361.1	14,369	15,082	149,562	154,931
Farm Journal: (mon)								
#Central Edition	104.9	94.8	858.6	806.2	44,983	40,679	368,348	345,842
#Eastern Edition	90.2	83.2	771.3	717.2	38,694	35,674	330,885	307,658
#Southern Edition	80.5	75.2	668.6	645.5	34,546	32,244	286,847	276,926
#Western Edition	95.5	81.7	822.5	750.9	40,981	35,033	352,853	322,124
Average 4 Editions	92.8	83.7	780.3	729.9	39,801	35,908	334,733	313,138
Progressive Farmer: (mon)								
#Carolina-Va. Edition	71.5	60.6	738.7	745.5	48,617	41,228	502,333	506,944
#Ga.-Ala.-Fla. Edition	68.7	61.9	733.6	756.9	46,742	42,116	498,850	514,713
#Ky.-Tenn.-W. Va. Edition	69.0	60.5	691.7	700.2	46,923	41,125	470,372	476,142
#Miss.-La.-Ark. Edition	63.3	57.0	703.3	708.4	43,076	38,727	478,254	481,706
#Texas Edition	67.0	63.7	729.8	729.6	45,557	43,330	496,286	496,173
Average 5 Editions	67.9	60.7	719.4	728.1	46,184	41,305	489,221	495,136
Successful Farming (mon)	83.8	80.1	786.3	720.6	37,728	36,049	353,852	324,288
Total Group	314.5	300.5	3,022.0	3,032.6	153,753	145,865	1,493,630	1,498,971

Not included in totals.

Youth								
American Girl	23.6	29.3	251.1	268.2	10,132	12,580	107,731	115,067
Boys' Life	23.1	21.3	272.8	260.0	15,741	14,489	185,493	176,793
Child Life	0.3	3.4	5.5	18.9	117	1,463	2,375	8,139
†Scholastic Magazines	11.3	9.0	55.4	43.8	9,902	7,852	48,517	38,255
'Teen Magazine	11.5	2.7	74.1	47.1	4,844	1,148	31,192	19,894
Total Group	119.1	122.5	1,003.6	957.5	61,435	61,426	520,089	492,324

† Four issues October 1959; five issues October 1958.

Mechanics & Science								
Mechanix Illustrated	75.5	73.3	685.8	658.3	16,907	16,414	153,608	147,460
Popular Electronics	67.5	68.6	580.4	602.4	15,120	15,366	130,009	134,977
Popular Mechanics	154.9	132.3	1,149.9	1,087.7	34,719	29,644	257,592	243,650
Popular Science	121.8	119.5	1,024.0	1,019.5	27,272	26,769	229,341	228,370
Science & Mechanics	87.0	87.6	440.0	432.6	19,490	19,637	100,989	96,981
Total Group	506.7	481.3	3,880.1	3,800.5	113,508	107,830	941,539	851,438

Outdoor & Sport								
American Rifleman	65.1	63.0	525.7	547.5	27,919	27,043	225,502	234,887

(Continued on Page 162)

The Cash Register Rang 2 Million Times—Because of Family Circle

ACTIVISM!

Women bought soap, soup, and cereal . . . turkey, tomato juice, and tea . . . flour and foil . . . margarine and mixes. And the wrappers, the boxtops, the seals poured in—2 million proofs of purchase—in Family Circle's "I Like My Supermarket" Contest. That's the way ACTIVISM works . . . ACTIVISM that's built into every page of Family Circle.

Women shoppers buy the magazine, buy its ideas, and buy the products it sells.

Grocers know how women respond to Family Circle ACTIVISM. That's why 8,000 supermarkets ordered display kits, featured the Contest in 1,800 ads.

Advertisers know ACTIVISM sells cars, clothes, sewing machines, silver, insurance and even encyclopedias—in Family Circle. That's why Family Circle has 116 new advertisers this year.

WHATEVER YOU SELL—IF YOU WANT WOMEN TO BUY IT—GET FAMILY CIRCLE ACTIVISM SELLING FOR YOU.

FAMILY CIRCLE IS ACTIVISM!

...the dynamic new concept of total magazine performance!

(More examples of ACTIVISM*-at-work in these pages soon.)*

	Pages Oct. 1959	Pages Oct. 1958	Pages Jan.-Oct. 1959	Pages Jan.-Oct. 1958	Lines Oct. 1959	Lines Oct. 1958	Lines Jan.-Oct. 1959	Lines Jan.-Oct. 1958
Field & Stream	88.6	83.7	763.2	722.2	38,026	35,894	327,412	309,814
Fur-Fish-Game	27.4	20.6	224.9	185.6	11,749	8,837	96,464	79,604
Guns	35.3	34.5	243.2	247.1	15,144	14,801	104,333	106,006
Outdoor Life	78.6	79.1	707.5	671.7	33,706	33,913	303,527	288,170
Sports Afield	80.5	72.3	665.7	599.3	34,526	31,009	285,708	257,095
Total Group	375.5	353.2	3,130.2	2,973.4	161,070	151,497	1,342,946	1,275,576
Detective & Fiction								
Cavalier	21.7	16.8	174.4	140.3	9,289	7,193	74,777	60,194
Dell Men's Group	15.2	12.2	120.7	98.5	6,505	5,222	51,807	42,239
Thrilling Group	9.1	9.5	89.0	102.4	2,051	2,131	19,948	20,815
Total Group	46.0	38.5	384.1	341.2	17,845	14,546	146,532	123,248
Newspaper Sections (I) (Nationally distributed with Sunday newspapers)								
The American Weekly	38.1	51.2	357.4	578.6	32,388	43,516	303,790	491,796
Family Weekly	46.8	53.1	439.5	536.4	39,758	45,134	373,617	456,026
Parade	62.8	88.8	616.3	721.1	53,353	75,474	523,842	612,921
This Week Magazine	90.7	96.5	748.4	833.7	77,051	82,042	636,108	708,601
Total Group	238.4	289.6	2,161.6	2,669.8	202,550	246,166	1,837,357	2,269,344

	Pages Sept. 1959	Pages Sept. 1958	Pages Jan.-Sept. 1959	Pages Jan.-Sept. 1958	Lines Sept. 1959	Lines Sept. 1958	Lines Jan.-Sept. 1959	Lines Jan.-Sept. 1958
Newspaper Sections (II) (September) (All other newspaper sections)								
Chicago Tribune Magazine	139.6	149.5	1,342.7	1,352.0	118,620	127,080	1,141,261	1,149,240
New York Times Magazine	335.0	340.8	2,190.1	2,162.4	284,747	289,689	1,861,570	1,838,002
Philadelphia Inquirer	112.6	154.4	1,132.6	1,263.0	95,724	131,282	962,759	1,073,727
Total Group	587.2	644.7	4,665.4	4,777.4	499,091	548,051	3,965,590	4,060,969

	Pages Oct. 1959	Pages Oct. 1958	Pages Jan.-Oct. 1959	Pages Jan.-Oct. 1958	Lines Oct. 1959	Lines Oct. 1958	Lines Jan.-Oct. 1959	Lines Jan.-Oct. 1958
Comics Magazines								
American Comics Group	7.0	7.0	70.0	70.0	2,646	2,646	26,460	26,460
†Archie Comic Group	—	—	35.5	37.3	—	—	13,399	14,092
††Harvey Comics Group	8.5	9.0	79.5	86.6	3,213	3,402	31,185	32,760
National Comics Group:								
Blue Unit	6.5	5.3	62.5	51.0	2,457	2,004	23,625	19,116
Red Unit	6.5	6.3	64.0	55.0	2,457	2,382	24,192	20,805
Total Group	28.5	27.6	311.5	299.9	10,773	10,434	118,861	113,233

† Published bi-monthly; cumulative figures shown for combined September-October issue. †† Some books in group published monthly; others published bi-monthly.

	Pages Oct. 1959	Pages Oct. 1958	Pages Jan.-Oct. 1959	Pages Jan.-Oct. 1958	Lines Oct. 1959	Lines Oct. 1958	Lines Jan.-Oct. 1959	Lines Jan.-Oct. 1958
Canadian National Weekend Newspapers (Rotogravure Linage)								
La Patrie	42.7	41.0	411.8	551.0	38,492	36,860	370,591	495,885
†La Presse	111.2	43.3	841.5	585.7	100,078	39,026	757,391	527,123
*Perspectives	75.6	—	119.2	—	73,792	—	116,268	—
††Star Weekly	123.7	111.7	918.3	926.1	108,243	97,756	803,487	810,386
Weekend Magazine	157.3	137.4	1,064.2	1,033.3	153,383	133,986	1,037,527	1,007,539
Total Group	510.5	333.4	3,355.0	3,096.1	473,628	307,628	3,085,264	2,840,933
Canadian								
Canadian Homes & Gardens	48.7	52.1	374.2	408.6	33,139	35,435	254,449	277,832
Chatelaine	87.4	71.0	616.4	394.5	59,402	48,259	419,155	268,260
Liberty	28.2	36.0	262.1	277.3	12,098	15,444	112,361	122,296
Maclean's	115.6	113.0	782.7	774.0	78,598	76,842	532,202	526,324
Reader's Digest:								
English Edition	122.8	116.0	876.8	850.3	22,341	21,112	159,569	154,746
French Edition	139.0	126.3	944.3	893.8	25,298	22,978	171,854	162,662
Revue Moderne	24.2	27.8	192.5	194.3	16,428	18,917	130,907	132,155
Revue Populaire	31.3	28.5	184.2	159.7	21,947	19,962	128,983	111,780
†Samedi	13.7	16.5	168.0	138.0	9,621	11,591	117,556	96,700
#Saturday Night	48.1	43.7	351.5	314.9	20,208	18,349	147,613	132,262
#††Time-Canadian	206.5	192.1	1,289.1	1,249.6	86,695	81,025	541,730	524,790
Total Group	610.9	587.2	4,410.2	4,090.5	278,872	270,540	2,027,036	1,852,755

† Two issues October 1959; four issues October 1958. †† Four issues September 1959; five issues September 1958. # Not included in totals; as figures for the October issues were unavailable as this issue went to press September figures are shown.

	Pages Oct. 1959	Pages Oct. 1958	Pages Jan.-Oct. 1959	Pages Jan.-Oct. 1958	Lines Oct. 1959	Lines Oct. 1958	Lines Jan.-Oct. 1959	Lines Jan.-Oct. 1958
§Foreign (October)								
Hablemos	18.0	12.1	160.0	126.5	15,078	10,122	134,022	106,246
Popular Mechanics:								
Popular Mekanik (Danish)	30.0	16.0	200.0	89.5	6,720	3,584	44,800	20,048
Mecanique Populaire (French)	35.3	35.3	277.5	275.1	7,907	7,907	62,159	61,622
Populare Mechanik (German)	11.3	3.1	55.9	44.5	2,531	700	12,527	9,974
Mecanica Popular (Spanish)	25.4	23.4	241.3	268.1	5,697	5,239	54,043	59,951
Popular Mekanik (Swedish)	13.0	8.0	89.5	80.5	2,912	1,792	20,048	18,032
Reader's Digest:								
Arabic	31.5	36.0	315.0	340.0	5,166	5,904	51,660	55,760
Argentine	81.5	69.5	524.5	544.5	14,833	12,649	95,459	99,099
Australian	71.8	86.8	675.5	635.5	13,059	15,789	122,941	115,661
Austrian	64.0	62.0	586.0	584.0	11,648	11,284	106,652	106,288
Belgian	27.0	52.0	382.5	356.0	4,725	9,100	66,938	60,550
British	104.0	84.5	722.5	689.0	19,344	15,717	134,385	128,154
Caribbean	67.0	67.0	571.5	621.5	12,194	12,194	104,013	113,113
Danish	58.5	55.0	399.0	461.3	9,945	9,350	67,830	78,413
Dutch	69.0	47.0	450.0	341.0	12,558	8,554	81,900	62,062
Finnish	25.0	20.0	212.0	185.0	4,650	3,720	39,432	34,410
French	57.0	144.0	906.5	1,011.0	9,975	25,200	158,638	176,925
French-Swiss	18.0	25.0	221.0	249.0	3,150	4,375	38,675	43,575
German	142.0	134.0	1,037.0	1,043.0	25,844	24,388	188,734	189,826
German-Swiss	48.0	31.0	288.3	279.0	8,736	5,642	52,462	50,778
Iberian	73.0	69.5	711.0	678.5	13,286	12,649	129,402	123,487
Indian	69.0	47.0	548.0	501.0	12,558	8,554	99,736	91,182
Italian	89.5	124.5	680.0	834.0	15,394	21,414	116,960	143,448
Japanese	35.5	32.0	350.5	365.0	5,964	5,376	58,884	61,320
Mexican	56.0	56.0	468.5	526.0	10,192	10,192	85,267	95,372
New Zealand	18.0	23.5	223.5	301.5	3,276	4,277	40,677	54,873
Norwegian	61.5	44.0	424.0	376.8	10,455	7,480	72,080	64,048
Overseas Military	53.0	41.0	388.0	424.0	9,646	7,462	70,616	77,168
Portuguese	104.0	88.5	861.0	798.0	18,200	15,488	150,675	139,650
South African	79.5	91.5	687.5	805.5	14,231	16,379	123,063	144,185
Southern Hemisphere	27.5	27.5	195.5	282.0	5,005	5,005	35,581	51,324
Swedish	66.0	78.5	454.0	425.5	12,276	14,601	84,444	79,143
Total Group	1,729.8	1,735.2	14,307.0	14,541.8	327,155	322,087	2,704,703	2,715,687

§ Because current month linage figures for several publications are not yet available this group is broken into an October section and a September section.

	Pages Sept. 1959	Pages Sept. 1958	Pages Jan.-Sept. 1959	Pages Jan.-Sept. 1958	Lines Sept. 1959	Lines Sept. 1958	Lines Jan.-Sept. 1959	Lines Jan.-Sept. 1958
Foreign (September)								
Life International:								
†International Edition	73.3	96.6	645.4	646.5	49,895	65,790	438,940	439,705
*Mexican Edition	14.0	—	74.6	—	9,520	—	50,830	—
Spanish Edition	53.1	61.0	464.3	503.7	36,125	41,480	315,775	342,635
Newsweek:								
††Pacific Edition	80.5	67.5	711.1	551.0	33,810	28,350	298,655	231,420
††European Edition	72.8	78.4	672.8	593.3	30,390	32,965	282,576	249,223
Time International:								
Time-Atlantic	124.2	117.2	1,026.1	932.1	52,150	49,210	431,270	391,790
Time-Latin American	99.8	118.5	896.8	916.4	41,860	49,735	376,600	384,860
Time-Pacific	97.4	89.1	824.8	707.2	40,880	37,730	346,360	297,010
Vision:								
Visao (Portuguese)	157.0	186.0	1,306.5	1,306.3	65,940	78,120	548,730	548,660
Mexican Edition	17.3	19.3	165.5	139.3	7,280	8,120	69,510	58,520
Spanish Edition	87.0	88.1	707.2	658.3	36,540	36,995	297,045	276,500
Total Group	876.4	921.7	7,495.1	6,954.1	404,390	428,495	3,456,291	3,220,323

† Two issues September 1959; three issues September 1958. * First published May 18, 1959. †† Four issues September 1959; five issues September 1958.

Blair-TV Names Three

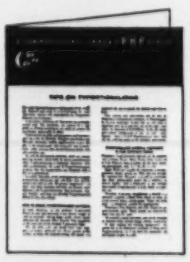
Byington F. Colvig, formerly an account executive in the Chicago office of CBS Television Spot Sales, and Joseph Rank, previously sales service manager in the Los Angeles office of Blair Television Associates, station representative, have been named to the Southern California sales staff of Blair-TV. Richard Thacker, formerly with the Hollywood office of ABC, has been named to succeed Mr. Rank as Los Angeles sales service manager at Blair-TV. John McCrory, formerly an account executive at WCBS, New York, has been appointed to succeed Mr. Colvig as an account executive in the Chicago office of CBS Television Spot Sales.

Engel Opens Agency

Thomas T. Engel & Associates, a new agency specializing in collateral advertising material, has opened at 2201 Oakton St., Evanston, Ill. Mr. Engel formerly was national sales manager of the housewares products division of Chicago Molded Plastics Corp.

'Times' Names Smith/Greenland

The *New York Times* has commissioned Smith/Greenland Co., New York agency, to make a national grocery analysis and study.



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All Food Chain Costs Up Except Ads, Prof Finds

BOSTON, Oct. 13—Sales of food chains during 1958 continued to rise despite the general downturn in business in the early months. But at the same time the food chains began to feel the profit squeeze factor that has already affected other branches of retail business during recent years: Rising expenses.

This is the major finding in the fourth annual "Operating Results of Food Chains in 1958" published by the graduate school of business administration, Harvard University. As in past years, the study was conducted by Wilbur B. England, professor of business administration.

The study further points out that despite the edging up of expenses last year, advertising costs (including trading stamps), in sharp contrast to the preceding year, remained almost stationary.

■ Commenting on advertising, the report says:

"Advertising and promotion expense, which included the cost of stamp and tape plans, was the second-largest item of expense for all the volume groups. The 56 food chains spent 1.85¢ of each sales dollar for advertising on an aggregate figure basis and 2.1¢ on a median figure basis.

"Some of the larger chains have not made such intensive use of trading stamp plans as have the small and the medium-size chains; thus the average, which was weighted on the side of the large chains, was substantially lower than the median.

■ "The large-volume group showed an advertising expense ratio of 1.8% on a combined figures basis and a median of 1.5%. The middle volume group experienced the highest advertising expense ratio, 2.3% of sales on both an average and a median basis. The small-volume group followed close behind, with a figure of 2.1% of sales both on an average and on a median basis.

"A comparison of the middle range figures for advertising and promotion expense . . . shows that the small volume group tended to have a higher advertising expense ratio than the large-volume group."

Reynolds Names Carter President, Gray Chairman

R. J. Reynolds Tobacco Co., Winston-Salem, N. C., maker of Camels, Winston, Salem and Cavalier cigarets, has shifted a number of its key executives. Bowman Gray, president since 1957, has been named chairman and chief executive officer, succeeding John G. Whitaker, who was named to the new post of honorary chairman.

F. G. Carter, formerly vp and sales manager, succeeds Mr. Gray as president. Haddon S. Kirk, exec vp, was named to succeed Mr. Whitaker as executive committee chairman. Alexander H. Galloway, vp and chief financial officer, and Spencer B. Hanes Jr., vp in charge of tobacco leaf operation, have been named exec vps. William S. Smith Jr., assistant sales manager, will succeed Mr. Carter as sales manager.

Venus Pen on Kid Shows

Venus Pen & Pencil Corp., Hoboken, N. J., has scheduled a series of live and filmed minutes on kids' television shows to promote its new line of paradise presketched coloring sets. The spots will be seen in Boston, Buffalo, New York, Cincinnati, Cleveland, Columbus, Chicago, St. Louis, Atlanta, New Orleans and Denver. Also to be scheduled are New Haven, Detroit, Minneapolis and Miami. The campaign will run for four to 10 weeks in each market. Doyle Dane Bernbach Inc. is the agency.

Columbia-Southern Appoints

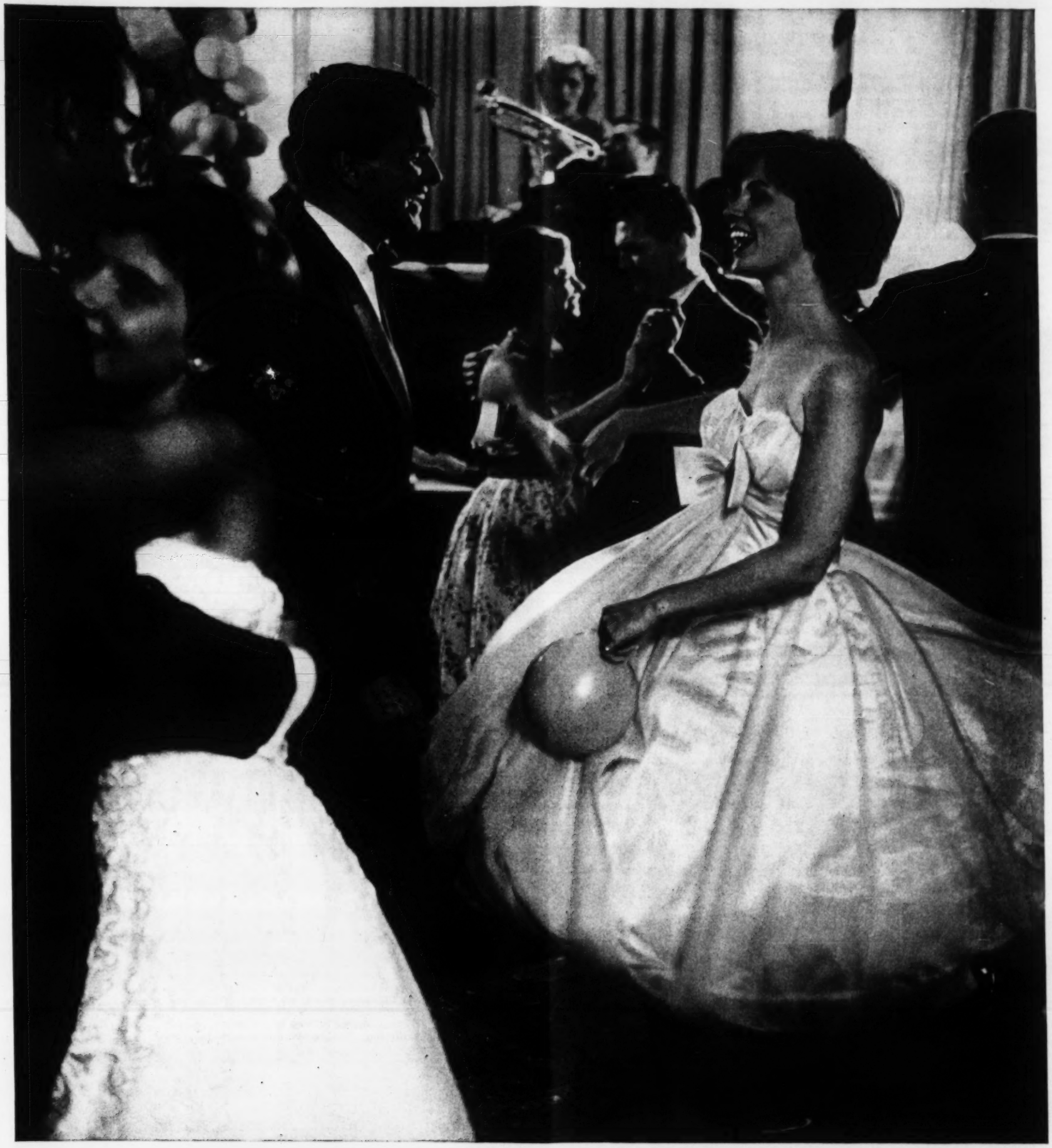
Richard C. Oswant has been named manager of advertising of Columbia-Southern Chemical Corp., subsidiary of Pittsburgh Plate Glass Co. Mr. Oswant will also continue as editor of the division's external house organ, "Chemicals." He succeeds James C. Plunkett, formerly ad manager of both Columbia-Southern and fiber glass divisions, who will devote full time to the latter division.

Showacre, Coons Adds Adams

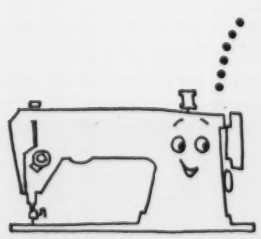
Showacre, Coons, Shotwell, Spokane, has expanded its name to Showacre, Coons, Shotwell, Adams, with the promotion of James M. Adams to full partner. The agency also moved to new quarters at West 1229 Boone Ave. Recent additions to the staff include Keitg Oka, art director; Alfred E. Pierce, account executive, and Mary Ann Toepel, copywriter.

Jordan, Sieber Adds Product

Wander Co.'s Smith-Dorsey division, Lincoln, Neb., has appointed Jordan, Sieber & Corbett, New York, to handle advertising for a new soluble derivative of aspirin. The company is already a client of the agency.



LISTEN, CHARLIE... PEOPLE BUY IDEAS!



You can't *feel* ideas.
They live in the tiny curlicues of a man's brain. And occasionally, in a woman's brain. (These are called "notions.")
Without ideas, our world would clunk to a halt.
A good idea can make a good product even better.
It can take a hard, precise, metal-made thing like a sewing machine, for instance and make it different in a woman's mind. Make it be a dance in a rustling ballgown, maybe, or a soft little baby's shirtwaist. Make it be something a woman has to have.
People don't buy things just to eat, or wear or ride in anymore, Charlie. People buy *ideas.*

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Lassen Leaves 'McCall's'

Kurt Lassen has resigned as general promotion manager of *McCall's*, New York. Mr. Lassen was director of advertising and promotion of *McCall's* pattern division until last summer when he moved to the magazine spot, succeeding Norbert Hofman Jr., who moved to another *McCall's* promotion post.

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American Home Buys Sleep-Eze

American Home Products Corp., New York, has purchased Sleep-Eze Co., Long Beach, Cal., maker of Sleep-Eze non-habit forming sleeping tablets, for about $1,000,000. Allen H. Parkinson, president and founder of the company, will no longer be associated with Sleep-Eze. Max W. Becker Advertising, Long Beach, is the Sleep-Eze agency.

Plesser Joins Fairchild

Tully J. Plesser, formerly head of A. J. Wood Research Corp.'s New York office, has joined Fairchild Publications, New York, as supervisor of its readership research, a new position.

Gage, Booth Buys Ross

Charles Ross Advertising Agency, Los Angeles, has been absorbed by Gage, Booth & West, Beverly Hills. Mr. Ross has been named vp and assistant to the president of Gage, Booth & West.

Deuser McCluer Stiles Wehde

NEW AGENCY—*Wade Advertising, Chicago, cooperating with the Advertising Council, is handling local radio station ads for the Treasury Department. It succeeds Edward H. Weiss & Co., which handled the account since 1957. Wade's general manager, Paul McCluer, and Carl Deuser, who will direct the creative aspects of the campaign, confer with James F. Stiles Jr., national director, U.S. savings bonds division, and Henry C. Wehde, savings bonds account executive, Advertising Council.*

Hollywood Produces 70% of Nighttime TV Film Shows; New York Tops in Commercials

HOLLYWOOD, Oct. 15—There isn't any question whatsoever that Hollywood is the center of program production for television. But it appears Hollywood has a way to go yet before it does as much as New York in production of commercials.

Television programming production on film has reached a new high, with estimates that close to 70% of nighttime programs are being produced on film in Hollywood.

With production going on all over Hollywood, on all independent and major studio lots, it is almost impossible to get an exact count of programs in production for television. But it can be said that there are more than 100 programs.

■ This production will total more than 2,100 hours for the broadcast cycle ending June, 1960. There are about 80 series for networks showing, of which 20 are an hour in length.

Eight of the one-hour shows are being produced by Warner Bros., which alone will account for close to 33% of American Broadcasting's prime nighttime programming.

Six giants in the television film program production field—Revue, Warner Bros., Four Star, Ziv, Desilu and Screen Gems—account for close to 50% of total program production.

■ An impressive example of what television has done for the film industry is provided by the Screen Actors Guild. When the Guild ends its fiscal year, Oct. 31, it is expected there will be at least 13,000 paid up members on its books. This compares with some 8,000 in 1952, with the increase attributed entirely to television.

This conclusion seems obvious since current annual theatrical film production is about 150 pictures, compared with 450 in the better years of the past.

A check with SAG confirms the approximate estimate that in 1959 film actors will earn $33,000,000 from theatrical pictures, $22,000,000 from television entertainment films and $11,000,000 from filmed television commercials (this figure includes commercial re-run payments). For the first time, income for actors will come just about equally from theatrical films and television.

■ Production volume of filmed commercials is increasing more slowly. Last fall, John Cole, then West Coast director of commercial production for Sullivan, Stauffer, Colwell & Bayles, told the Hollywood Ad Club that Hollywood was doing an estimated 40% of total U. S. commercials, and predicted this share would grow.

Since there are no figures of this type available anywhere, the subject is completely one of guesstimate, but there are those who think Mr. Cole's figure is high, that it has not yet been reached, and that Hollywood is not even close.

All the major studios are in the business of producing commercials, although some only produce for programs they are turning out. There are about 10 major independent producers, and a good many others. Altogether, television commercial volume here is estimated at $15,000,000.

■ The optimistic view here is that Hollywood will assume the role of major producer of commercials, as it has for programming. The reasons may be summed up:

• The ascendancy of Hollywood as the program producing center, and the accompanying growth of the talent and technician pool.

• The presence of major motion picture studios in television.

• The replacement of live with film commercials.

• The demand for star-spoken commercials.

• Craftsmen who have been making pictures for more than 20 years.

The feeling is that in these days of instant communication and jet travel, Hollywood is too close to New York and intermediate points for time and distance to deter advertisers and agencies which want Hollywood production.

The opposing view is that New York is where the money is, it has top facilities and talent for commercial production, and you can't beat that combination.

■ As yet, the use of tape has not been as great as in New York, and there is the feeling that it will not. The viewpoint is that the saving in costs with tape is only in the laboratory and processing areas, and that cost-saving is not great enough in itself. It is admitted that tape provides greater flexibility and speed.

The hassle of SAG and AFTRA over tape jurisdiction has also slowed tape use in this predominantly SAG area. Another factor is that perhaps as much as 25% of dollar volume in commercial production here has been in animation, which is a film technique. #

Allen to Ritter-Lieberman

Allen Organ Co., Macungie, Pa., has named Ritter-Lieberman, Allentown, as its agency. Charles E. Williams Advertising, Milton, Pa., is the former agency of record.

ADVERTISED IN EASTERN IOWA ON KCRG-TV, CHANNEL 9

Continental Oil Company is one of many successful national advertisers using KCRG-TV. Channel 9 is a necessary part of effective selling in the Cedar Rapids-Waterloo-Dubuque market. Your Branham Company representative will tell you why. Minneapolis: Harry S. Hyett Co.

ABC
IN IOWA'S NUMBER 1 TV MARKET
KCRG-TV Channel 9 CEDAR RAPIDS
Joseph F. Hladky, Jr., President
Redd Gardner, General Manager
Eugene E. McClure, Commercial Manager

MEMPHIS...
2nd in the South in Per Capita Food Sales!

• TOTAL FOOD SALES in Memphis 76-County Mid-South Market hit new high of 514 Million Dollars!

• PER CAPITA FOOD SALES in the Metro Area ranks Memphis second in South among the major metropolitan areas.

RANK	Metro Area	Food Sales Per Capita
1	Dallas	$323.30
2	MEMPHIS	321.18
3	Houston	315.14
4	Louisville	281.29
5	Atlanta	276.63
6	Birmingham	275.78
7	San Antonio	262.68
8	Fort Worth	258.97
9	New Orleans	241.91

Source: SRDS, May, 1959

You Get More When You Buy Memphis

THE COMMERCIAL APPEAL
MEMPHIS PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS

Heading the table on Glencoe's beautiful lake
This pretty secretary appears "all at sea" in a boat but at the office it's "clear sailing". Thanks to her Royal, a product of the world's leading manufacturer of typewriters, also data processing equipment.
Royal McBee International Inc. Geneva Switzerland

INDIRECT SELL—*Royal McBee International, Geneva, uses a sailing motif in this English-language Swiss ad, pointing out that the "pretty secretary appears 'all at sea' in a boat but at the office it's 'clear sailing'—thanks to her Royal." The pretty secretary, incidentally, is Avril Sadler Reede, British actress and model, who is the wife of William Reede, account executive at Royal's agency, Dolan & Bernhardt, Geneva.*

in
TOLEDO
you know
where you're
going with
WSPD
radio
(NBC NETWORK)

Blow the whistle if your sales are lagging in booming Toledo . . . More audience around the clock than the next two stations combined!
1st in Toledo for 38 years—WSPD, the habit station.
Call Katz for fast action.

a
STORER
station

National Sales Offices:
625 Madison Ave., N.Y. 22
230 N. Michigan Ave., Chicago 1

Ad Cost Hikes Prices a Bit; Cuts 'em More: Hobart

ST. LOUIS, Oct. 13—Consumers are mistaken if they think the costs of large-scale advertising are making them pay more for advertised articles.

This, in effect, is the gist of a talk by Donald M. Hobart, senior vp and director of research, Curtis Publishing Co., before the Advertising Club of St. Louis.

Although huge sums are spent in magazine advertising, Mr. Hobart said, the cost to the consumer is only a fraction of what he pays for an article. What's more, he said, advertising creates demand, makes mass production possible, which in turn lowers costs.

Noting that if one automobile were made for one person, it would cost over $50,000, Mr. Hobart said "advertising, and mostly magazine advertising, has made it possible for the average automobile to be within the reach of many American families." On a medium-priced car, he said, the cost of advertising amounts to about as much as the purchaser would pay extra for white sidewall tires.

■ Mr. Hobart emphasized the role of magazines in advertising by citing statistics showing that magazine-buying families constitute what he said is the prime market for the goods America produces.

Magazine-buying families spend 74% of all consumer dollars; 75% of all dollars for home repairs and equipment; 70% of food store dollars; 73% of all personal care dollars and 80% of all automotive dollars, he said. They spend 56% more money for the home than do non-magazine buying families; 24% more for food store items; 42% more for personal care items; 66% more for clothing; 100% more for automobiles; 100% more for travel and as much as 200% more for cameras and films, Mr. Hobart said. #

Pharma-Craft Names Konde

Pharma-Craft Co., pharmaceutical subsidiary of Joseph E. Seagram & Sons, has appointed Alexis D. Konde director of international marketing in a move "to broaden our present foreign operations and to open up additional foreign markets." Mr. Konde was formerly president of F. A. Ferris & Co., international marketing subsidiary of Stahl-Meyer Inc.

White King Sets 3-Media Push for Discount Deal

White King Soap Co., Los Angeles, will promote a 10¢-off offer for White King granulated soap with newspapers, radio and television in 11 western states. The company will use a concentrated outdoor campaign in Southern California to promote Bleach Tabs, the newest addition to the White King product line.

The western editions of *Ladies' Home Journal, Reader's Digest* and *Parents' Magazine* will be used in October, November and December to promote all White King products. Erwin Wasey, Ruthrauff & Ryan, Los Angeles, is handling the drive.

Seaside Stresses Dailies

The most extensive ad and promotion campaign in the 60-year history of Seaside Oil Co. has begun in its California, Arizona and Oregon marketing territories. Newspapers will receive a major portion of the "Power-Up" promotion budgets, with tv scheduled in three markets. Painted bulletins also are being used. McCarty Co., Los Angeles, is the agency.

Telecomputing to Van der Boom

Telecomputing Corp., Hollywood, Cal., maker of electronic products and instrumentation for aircraft and missile controls, guidance systems and nuclear testing, has named Van der Boom, Hunt, McNaughton, Los Angeles, as its agency. Anderson-McConnell, Los Angeles, is the former agency.

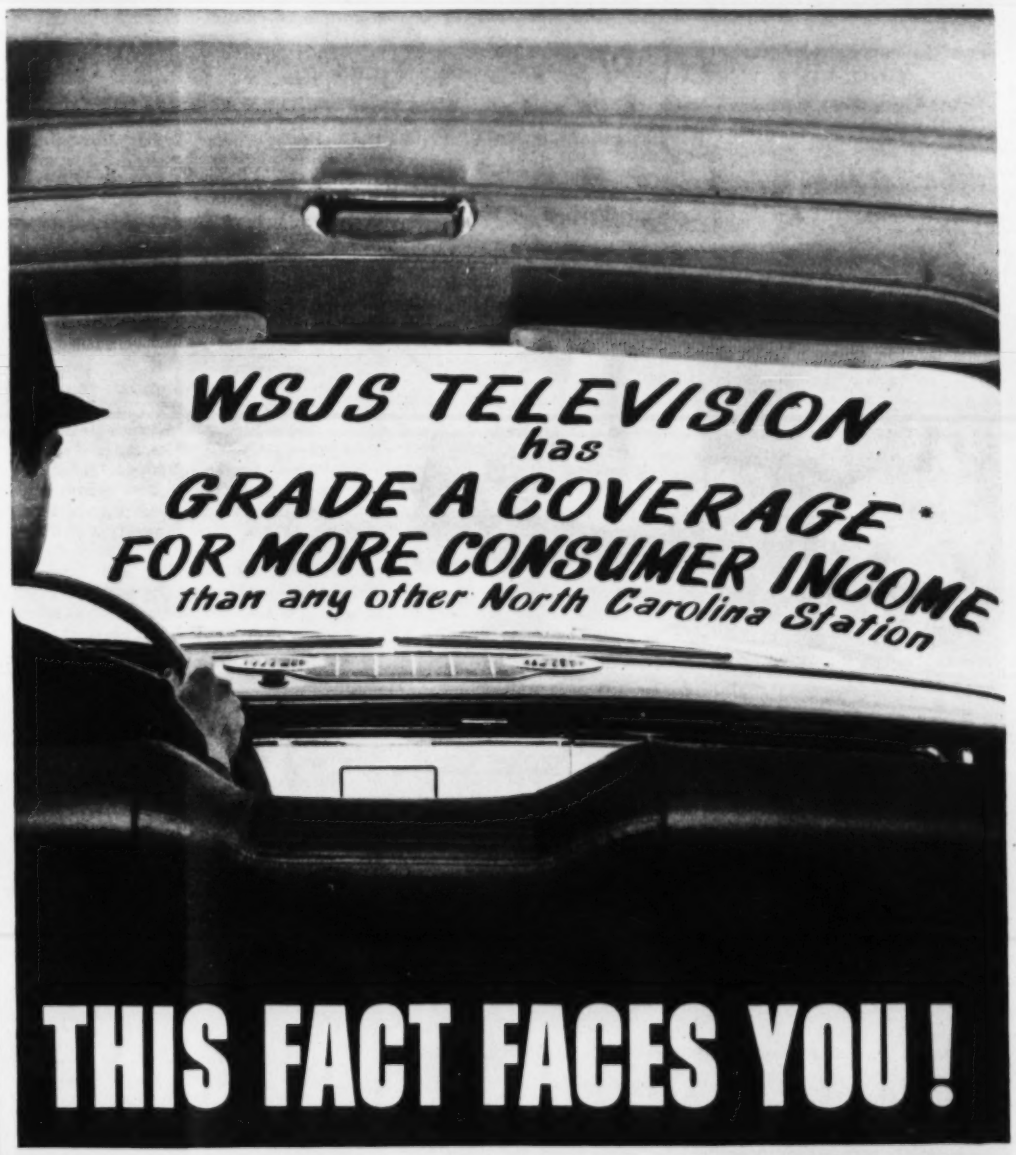
Griffith Agency Bows

R. Scott Griffith has resigned as public relations and advertising representative of Southern Nevada Power Co., Las Vegas, to establish his own pr and advertising agency, R. Scott Griffith & Associates. He will continue on a consultant basis with the power company.

ARE YOU OVER-LOOKING THE VAST POTENTIAL OF THE 6-BILLION-DOLLAR CERAMIC FIELD?

Write today for your free copy of "Scope & Size of Ceramic Production in the United States." You'll get an eye-opener on the vastness of this industry . . . You'll see at once how your clients can begin cashing in on this tremendous potential . . . regardless of what they sell. Request your copy now!

AMERICAN CERAMIC SOCIETY BULLETIN
4051 North High St., Columbus 14, Ohio



PROOF:

Within its Grade A telecasting area, WSJS-Television reaches a consumer population of 1,393,420 with total spendable income of $1,827,286,000. In North Carolina's biggest Metropolitan market located in the rich industrial Piedmont, the WSJS-Television market represents a more powerful buying force than that offered by any other North Carolina station.

WSJS television
Winston-Salem / Greensboro
MST

NBC
CHANNEL 12
Headley-Reed, Reps.

Matheo Joins E. T. Howard

Robert Matheo, formerly copy chief of Josephson, Cuffari & Co., has joined the copy staff of E. T. Howard Co., New York.

"PERMISSION TO COME ABOARD GRANTED!" use the SILHOUETTE MARK II in your advertising at the cost of a mere credit line!

If the deep blue sea is what you're after in that ad, include this popular sloop in your creative plans. The famous British built Silhouette Mark II is ready and freely available for your advertising photography use in 51 areas throughout the United States. Plan on it. Contact Mike Bruno, Publicity Director.
SILHOUETTE MARINE LTD., 150 Spring St., New York 12, N. Y.

Along the Media Path

Detroit recently celebrated its sixth annual Green Pennant Day, proclaimed by Mayor Louis G. Miriani in cooperation with the **Detroit Times'** Green Pennant program inaugurated in 1946. Participating in the program are 360 Detroit public and parochial schools which fly green pennants when no child has been injured through his own carelessness, for at least 30 days. The pennant must come down for 30 days if a child is injured. Annual safety awards are also made.

• **American Heritage Publishing Co.** ran a 16-page color special supplement in the Oct. 18 issue of the *New York Times* to mark the fifth anniversary of *American Heritage*.

• **National Business Publications** has published the second folder in its new series, "Proof of the Pudding," gauging the practical and profitable values of membership in NBP.

• **CFPL**, London, Ont., announced its new 10,000-watt transmitter, which doubled its power output, with a full page two-color ad in the *London Free Press*, 500-line ads in regional weeklies, inside car cards, bus boards, posters, bulletins, CFPL-TV and CFPL radio.

• The **Daily Journal**, Caracas, Venezuela, will publish a special Christmas supplement, "Advice from Santa Claus," Dec. 11. The supplement will contain gift suggestions, recipes, articles on Venezuelan and foreign Christmas customs and carols.

• **WWJ**, Detroit, is using print media and a four-page brochure in black, white and red to promote its services to agencies and clients. The brochure features six major citations awarded by the Associated Press news study committee in the Michigan AP broadcasters news competition. Also being used are ads in the *Detroit News*, bus cards and *Radio-TV Marketeer* which goes to 4,000 dealers and distributors in the Detroit area.

• **Liquor Store Promotions** has mailed its free Liquor Store Mat-Kit containing hundreds of mats of name brand liquor bottles, seasonal artwork, logos, sales and service copy to more than 1,700 newspapers across the country. The company has also produced a 20-minute color and sound slide on "The Store Window Everybody Sees," designed to show liquor retailers why and how to advertise in local newspapers. Additional information about the Mat-Kit and film may be obtained from Ted Jobson, Liquor Store Promotions, 17 E. 48th St., New York 17.

• **Sports Illustrated** recently was presented a plaque by the Caribbean Tourist Assn. expressing appreciation by the member governments for "services rendered in furthering the cause of tourism throughout the Caribbean area."

• Materials and patterns for creating "Jewel Clusters" based on original designs by **House Beautiful** will be distributed nationally in a special home decorating kit by Hallmark Cards. The kit will be featured editorially in the December issue of *House Beautiful*.

• **Parade** has announced plans for sponsoring national retail selling courses to be staged as rallies in cities throughout the U.S. A five-section film, promotional materials and self-evaluation charts will be packaged as units to *Parade's* 65 distributing newspapers, which will sponsor these rallies in their communities for their retail advertisers.

• **Ladies' Home Journal** has launched a new hardware merchandising program for hardware dealers which is designed to attract women shoppers into hardware stores. Included is a publication "For Hardware Stores Only," which is composed of merchandising and sales building ideas and is being sent to some 2,000 hardware retailers.

• Southern California licensed beverage wholesalers presented their complete Christmas holiday packaging lines to retailers attending the first western Holiday Packaging & Beverage Trade Show in Hollywood, sponsored by the **Beverage Bulletin.** The show was endorsed by the Beverage Wholesalers of Southern California and the Southern California Retail Liquor Dealers Assn.

• With a press of a button, Florida's Gov. LeRoy Collins recently started the first message winking on **Telerama**, the first illuminated moving sign in the state. Reputed to be the world's longest news-commercial sign—250' long and 1,750 sq. ft. in area—5' high letters move across the front of the One Lincoln Rd. bldg. at the rate of 30 words per minute. Spot news is flashed on the sign within seconds after it is received from WINZ, Miami. Plans call for a 10-minute cycle which will contain 60% news and 40% commercial messages for nationally advertised products.

• **Consolidated Consumer Analysis Newspapers** approved the admission of the *Journal-Bulletin*, Providence, R.I., as its 22nd newspaper at its annual meeting in September. Annually, the newspapers publish a consolidated report which lists results of studies on product and brand use, basic market data and trends of product medians based upon this group of markets.

Department of New Laurels

Good Housekeeping reports an 8.74% increase in advertising revenue for the first 11 months of 1959 over the same period in 1958.

The **Los Angeles Times-Mirror** shows a 43% increase in earnings for the first eight months of 1959 over the comparable 1958 period.

Hot Rod reports a 14.9% increase in circulation for the first six months of 1959 over the same period in 1958.

'Teen shows a 63.3% increase in circulation for the first six months of 1959 over the comparable 1958 period.

WRCA-TV, New York, reports a 17% increase in sales for the first nine months of 1959 over the same period in 1958.

Redbook shows a 9.3% increase in display linage for the first 11 months of 1959 over the same period in 1958.

Esquire shows a 4% increase in advertising pages for the first nine months of 1959 over the comparable 1958 period.

Sport-Saga Men's Group reports a 28.3% increase in revenue and a linage increase of 191 pages for the year over 1958. #

Brown & Williamson Will Modify Life Trademark

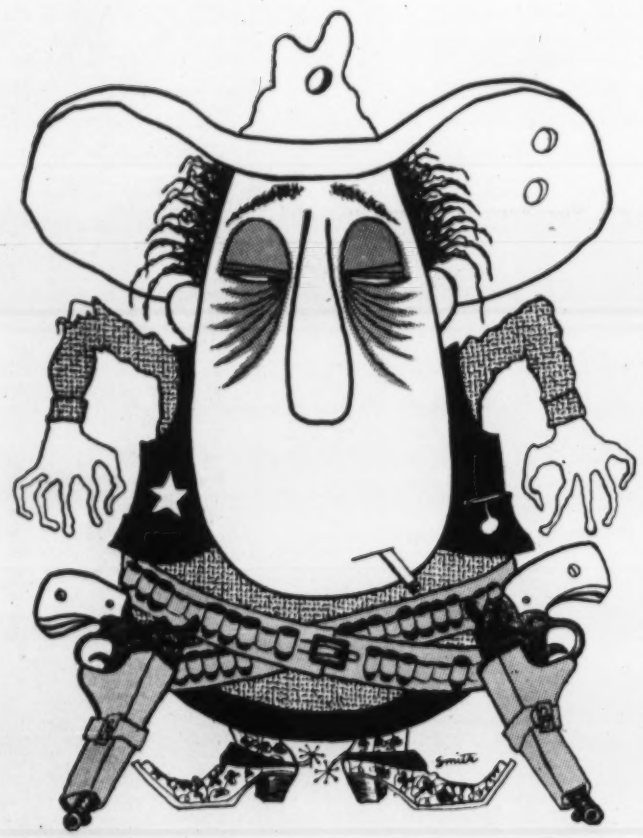
Brown & Williamson Tobacco Corp., following a conference with Time Inc., announced it would "make certain changes in our Life cigaret label, in order to avoid any possible confusion with the trademark of *Life*."

Church & Dwight Names Hoyt

Church & Dwight Co., New York, will move the advertising for its Arm & Hammer and Cow brands of baking soda from J. Walter Thompson Co. to Charles W. Hoyt Co., effective Jan. 1.

Karpick Joins Gray, Kilgore

Edwin L. Karpick has joined Gray & Kilgore, Detroit, as an account executive. He formerly was account executive at Howard H. Monk & Associates, Rockford, Ill.



FASTEST GUN IN THE SOUTH

Fastest . . . and speaks with most authority in these parts, podner.

Small wonder we're sittin' tall in the saddle. WBT's varied, creative, responsible programming guns down the opposition by 92% mornings, 69% afternoons and 123% at night.*

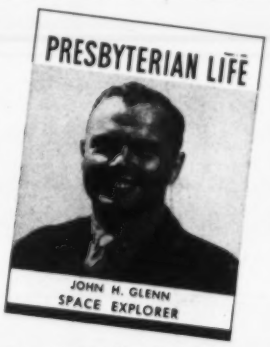
Nielsen says our spread is the nation's 24th largest.** Let us put our brand on your radio schedule. Call CBS Radio Spot Sales for the low-down.

*Pulse 25 county area 1959 (March)
**A. C. Nielsen Co.

WBT CHARLOTTE

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES
JEFFERSON STANDARD BROADCASTING COMPANY

Reach this SELECTIVE CONSUMER MARKET at surprisingly low cost!



When your advertising is directed to consumers who are real prospects for your products or services, you make your advertising dollar work efficiently. PRESBYTERIAN LIFE provides you with an extensive consumer market that has been accurately analyzed. (Starch Consumer Magazine Reports.)

Check the certified figures below. If they describe the type of market your products or services require, plan to include PRESBYTERIAN LIFE in your advertising schedule. Your messages in PRESBYTERIAN LIFE will reach a loyal nationwide audience with a maximum mood of acceptance . . . at a minimum cost per household.

Here are the Facts:

- **CIRCULATION—1,139,940**—(Publisher's ABC Statement, Jan.-June 1959) This is increasing consistently. Concentrated among families in suburbs, small cities, towns.
- **COST OF 4-COLOR PAGE—$4115**
- ***NUMBER OF HOUSEHOLDS REACHED PER DOLLAR—277** (Based on 4-color page) More than most other leading consumer magazines.
- ***INCOME PER HOUSEHOLD**—Median income $6366; upper half $8992. 41.4% have incomes of $7000 or more; 16.5% $10,000 or more.
- ***HOME OWNERSHIP—80.5%**
- ***AUTOMOBILES—119.9** per 100 households
- ***MEN READERS—47.3%** in management, professional, technical or sales occupations.
- ***WOMEN READERS—93.4%** are housewives

**Starch 1959 Consumer Magazine Report*

For more information on the market reached by this growing medium, write: Advertising Department,

PRESBYTERIAN LIFE

Witherspoon Building, 130 S. Juniper St., Philadelphia 7, Penna.
Published on the 1st and 15th of every month.

Popai Members Find Many Headaches in Working with Advertising Agencies

(Continued from Page 1)

ness to work on point of purchase problems, a variety of suppliers had some fairly tart observations about agencies in this field.

■ Samuel Krebs, president of Copeland Displays, said, "I think medium-size agencies are best qualified to handle point of purchase projects. They are most likely not going to be over-imbued with an exaggerated sense of self-importance ... (While agencies have experts on copy, art, and show business) where, oh where, are the agency experts on point of purchase? ... When a good, knowledgeable display producer is called in by an advertiser on a direct basis, he knows at least that his presentation will be considered by the person who can make the decision. With an agency in the picture, he can never tell whether it actually will ever be seen by the client."

■ Paul Godell, director of the creative division of Gugler Lithographic Co., who believes that agency-supplier relationships are a matter of understanding, said, "There is still a reluctance on the part of many agencies to enter the point of purchase field completely, because of pure economics. Where mechanical costs on other media would run only about 10%, point of sale represents almost 100%, and they just about trade dollars on mechanical ... I think it will be up to us to decide whether we should stop fighting them and join them, and as an organization, probably do something to develop a program of education to properly further this trend."

■ H. C. Kavalaris, sales manager, Crown Zellerbach Corp., said, "In 19 years I have dealt with 27 agencies and in those 19 years I found one man in those 27 agencies who understood the problems of selling and merchandising—and he was a man appointed by an agency to work in the field ... Agencies resist involvement with point of purchase because it is the only medium they cannot factually measure."

He had some harsh words for suppliers: "In the last ten months my sales promotion manager and I have seen 50 unsolicited full-color comps on a speculative basis ... You are sending children to do men's jobs on speculative calls; they don't understand the client's problems. They waste your time and money."

■ The reluctance of suppliers to be filtered through agencies or purchasing departments was evident in several instances. However, Harold Gorschman, buyer in Lever Bros.' purchasing department, had a terse answer: "At Lever Bros. we have several dozen brand managers. Each one is responsible for the marketing of his own product. It would not be feasible to have groups of salesmen calling periodically on these men or their staffs. We believe the salesman's best opportunity to sell his displays is through the route of the purchasing department. Our purchasing people never decide by themselves what displays to accept or reject. (They) hold frequent meetings with our marketing people ... Point of purchase salesmen also enjoy another advantage under this system. Although a display may be rejected by one brand manager, our purchasing man will pass it along to other brand managers who may be able to use it...

■ "To those of you who may still feel that they cannot do a proper selling job unless they give their final sales talk directly to the marketing or advertising people, I would like to emphasize this last point concerning creative materials. The very essence of a point of purchase display is its ability to sell itself ... It is nothing more than a silent salesman. If this display, after careful review by the purchasing department, cannot sell the marketing man without the fancy frills of a sales talk, then how will it ever sell the consumer at the retail level all by itself?"

■ N. J. Leigh, chairman of Einson-Freeman Co., showed slides to exhibit 20 methods of getting retailers to use point of purchase material. He termed useful material the number one problem of the business.

R. B. Pennington Jr., president of Merrick Lithograph Co., laid emphasis on the importance of the industry's adapting to the marketing concept: "The phrase, conceived by business management firms and bred by advertising agencies, has been replacing sales as we knew them. No longer do we sell a can of beer—we market it. The retailer sells the product but the manufacturer markets the product. Your customer is employed in the marketing department, and his mind has been exposed to advertising agency lines that ring beautifully, such as marketing the merchandise, market research, merchandise planning, consumer brand image, retailer acceptance, product survey, consumer survey, retailer survey, distributor survey, wholesaler survey, package planning, package analysis, and so on into the night.

■ "I don't believe that enough of us in the industry are taking full advantage of the promotional service we can render to American industry in marketing their products," he commented, and observed that point of purchase can "learn a lot from the leading advertising agencies in the nation" which have moved from creative work into total marketing.

He urged work to make point of purchase more effective. "Point of sale must receive the enthusiastic approval of the client's sales staff before it gets out of the company's shipping department. Then it must usually be sold to the distributor organization as material which is worth spending a lot of time getting placed, and finally the retailer must understand that it will help him make more profit, or he will not want to use it. This is a tremendous selling job in itself, and the person who should be most interested in seeing that it is done is the sales representative who calls on the client."

More than 100 members attended, and seemed remarkably cheerful considering closed sessions on the first day at which such grisly topics as the "industry's staggering bankruptcy rate," shoddy selling practices and ruthless competition were discussed. #

'House & Home' to Publish Western Edition in January

House & Home, effective with the January, 1960 issue, will publish a regular western edition having a circulation of "over 30,000" and covering 11 western states, plus Texas, Hawaii, Alaska and British Columbia. The one-time, b&w page rate will be $715.

Last Minute News Flashes

Vote Okays Shift to Assn. of Industrial Advertisers

NEW YORK, Oct. 16—Assn. of Industrial Advertisers today officially became the new name of the old National Industrial Advertisers Assn. Balloting by members, completed yesterday, and tallied last night, resulted in 1,287 usable ballots. Of these, 1,054 approved the name change; 216 were opposed; 17 abstained. On establishing a 60/40 ratio of active to associate members in each of the 30 chapters, 1,116 approved; 162 were opposed; 9 abstained. On increasing membership dues from $25 to $35 annually, 881 approved; 388 were opposed; 18 abstained. On altering slightly the stated purposes of the association, 1,257 approved; 24 were opposed; 6 abstained.

O'Sullivan Rubber Names Ver Standig

WINCHESTER, VA., Oct. 16—O'Sullivan Rubber Corp., manufacturer of shoe soles and heels and Sulvyne plastic products, has appointed M. Belmont Ver Standig Inc., Washington, D. C., to handle its advertising. The account bills about $250,000.

Dr. Welch Drops Publications, Keeps FDA Post

WASHINGTON, Oct. 16—Dr. Henry Welch will give up some of his publishing activities in order to remain director of the bureau of antibiotics, Food & Drug Administration. In order to comply with new policy, designed to prevent conflict of interest, Dr. Welch will resign from editorial positions with *Antibiotic Medicine & Clinical Therapy*, *Antibiotics & Chemotherapy* and *MD-Medical Newsmagazine*. Also, Medical Encyclopedia Inc., a publishing house in which Dr. Welch has a financial interest, will discontinue publishing *Antibiotics Annual*. The Department of Health, Education & Welfare began framing new policies on outside employment after the *Saturday Review of Literature* carried articles early this year complaining of Dr. Welch's relationships with privately owned medical journals (see story on Page 22).

Anderson Hewitt Joins Compton

NEW YORK, Oct. 16—Anderson F. Hewitt, formerly senior vp of Kenyon & Eckhardt, has joined Compton Advertising as senior vp and a member of the agency's board of directors and administrative committee.

GE Names JWT for Invasion of British Market

LONDON, Oct. 16—J. Walter Thompson Co. has beat out four other agencies for the General Electric account in Britain. International General Electric is entering the British market next year, with a new plant going into production in the spring. The losing agencies were Hobson, Bates & Co.; Masius & Fergusson; McCann-Erickson, and Lambe & Robinson-Benton & Bowles. JWT, New York, takes over international advertising for Radio Corp. of America Jan. 1 (AA, Aug. 24).

BofA Hits 'Anguished Cries' About USDA 'Support'

NEW YORK, Oct. 16—Following complaints from broadcast media about an endorsement of newspapers as the best medium for food advertisers by the U. S. Department of Agriculture (see Page 1), the Bureau of Advertising, American Newspaper Publishers Assn., retorted: "The anguished cries of television and radio over this matter betray a sad lack of self-confidence within these media. The item in question is simply a reaffirmation by a reputable research organization of facts that have been proved time and again by other accepted research sources. It confirms what advertisers already know, and it is the reason why food stores place 85% of their ad budgets in newspapers."

Bragarnick Is 'Life' Consultant; Other Late News

• **Robert Bragarnick**, one time Revlon merchandising vp and later vp in charge of marketing, Seagram-Distillers, has a three-month assignment with *Life* as "limited consultant" on advertising. Seagram and Mr. Bragarnick parted company two months ago (AA, Aug. 10).

• **New Castle Products**, New Castle, Ind., maker of folding doors and partitions, will switch from Batten, Barton, Durstine & Osborn, Chicago, to Caldwell, Larkin & Sidener-Van Riper, Indianapolis, after Jan. 1. The account reportedly bills about $200,000 annually.

• **James B. Beam Distilling Co.** will launch the largest holiday merchandising program in its history next month, including unusual full-color ads across the bottom halves of two facing newspaper pages, and color pages in the Nov. 23 and Dec. 21 *Life* and Dec. 8 *Look*. The newspaper ads, promoting Jim Beam Kentucky straight bourbon, Beam's Choice whisky, Pin Bottle and Royal Crystal, will start Nov. 15. Edward H. Weiss & Co., Chicago, is the agency.

• **Pierce's Proprietaries**, Buffalo, will launch an "intensive" six-month drive for Dr. Pierce's Golden Medical Discovery, using several versions of a new copy theme. On the schedule are 45 newspapers, 70 radio stations and 12 magazines, plus farm publications and almanacs. Mogul Williams & Saylor, New York, is the agency.

• **Charles A. Harris** has been named to head all advertising and display programs and public relations for Canadian National Railways, headquartered in Montreal. He joined the government-owned road in 1952.

• **British West Indian Airways**, Trinidad, has appointed Gaynor & Ducas, New York, to handle advertising in North America. The agency said the account, previously with Victor A. Bennett Co., would not conflict with its three other airlines, Bonanza Air Lines, British European Airways and UAT French Airlines.

• **Remus A. Harris** has announced his resignation as manager of new products in the toilet articles division of Colgate-Palmolive Co. because of "basic disagreement on marketing policies." A former agency executive (Paris & Peart, Biow), he joined Colgate in February, 1958.

• **Libby, McNeill & Libby** is opening a heavy ad campaign in six media this month in the metropolitan New York market. Media include newspapers, magazines, supplements, subway cards and platform posters and shopping center posters. J. Walter Thompson Co. is the agency.

• **Victor G. Kenyon, James G. Macpherson and Allen Z. Hodshire** have been named vps of Maxon Inc. New account executives at Maxon and their accounts include Rod Burton, baby food division of H. J. Heinz Co.; Stan Tobin, DWG Cigar Corp., and Richard F. Sachse, National Van Lines.

NEW DEVELOPMENT—*Aitchison Laboratories' new product is Skips, a lozenge now being tested. Yardis Advertising Co., Philadelphia, is the agency.*

Skips, Anti-Smoking Lozenge, Gets Test in Pennsylvania

PHILADELPHIA, Oct. 14—Here's a new angle, or eccentric tangent, to the current mania for multiplicity of cigarets. It's a lozenge designed specifically to make it easy to cut down smoking. It helps you avoid confusion, the memorizing of brand names, types of cigarets, slogans, claims, warnings, and all such.

In short, it's Skips, otherwise known as lozenge smokerettes, packed in a king-size cigaret-type package, 20 to the pack, to "help you smoke less." They are available at 30¢ a pack.

■ Skips are produced, and are currently being test-marketed, by Aitchison Laboratories, a division of Chex Co. Aitchison also markets Acitabs, Swoz cough lozenges and Chex, a breath deodorant.

Skips are being tested currently in Chester County, Pa., and are expected to be in national distribution early in 1960 in grocery and drug chains, lunchrooms, taverns, newsstands, or "anywhere that cigarets are sold."

The manufacturer reports that they have a refreshing flavor with a blend of licorice and menthol.

■ In the current advertising in the *Coatesville Record*, the *Westchester Local News*, and on Radio Station WCOJ, it is claimed that Skips "make it easy for you to set your own smoking pace without strain or pain. Aside from blowing smoke rings, Skips provide the major rewards of smoking. They provide that unique blend of 'lift' and 'relaxation' that every smoker knows and relishes when things get tense.

"Yet Skips are not toxic," the copy says. "They are not habit forming. They will not disturb your stomach or your sleep. They will not spoil your smoking enjoyment when you want to smoke."

Moreover, it is claimed that "you can enjoy them as often as you want without adding ounces to your weight."

In short, Skips are intended to be a "substitute for the seven pleasures of smoking." The general relaxation and stimulation in Skips is said to be supplied by kava kava, an imported, non-toxic, non-habit-forming botanical. Yerba santa provides the aromatic tonic and cubeb the tissue stimulant.

■ Yardis Advertising Co. is handling promotion for Skips. Plans call for a market-by-market development, Frank T. Kessler, vp, told ADVERTISING AGE. #

Advantage of Self-Rule: It Prevents Government Rule, Kintner Tells NAB

(Continued from Page 1)

provision on misrepresentation will be considered at a code board meeting in Los Angeles Nov. 16.

■ Under the original agenda, the program for the two-day session contemplated largely routine progress reports.

Early in the week, however, the association received a call from Mr. Kintner. Earlier, he had begged off from appearing at the meeting because of a particularly crowded schedule. Fresh from four and one-half hours of grilling by members of the House committee on legislative oversight, he phoned NAB officials, "If your invitation still stands, I would like to come, provided you will not mind if I lecture you a bit."

He told broadcasters that despite the misgivings of the members of the Federal Communications Commission and Federal Trade Commission, Congress is likely to insist on legislative remedies unless there is evidence that the industry is serious about self-regulation.

■ Any effort to shrug off the quiz situation is "to whistle in the dark," he warned.

"A challenge has been thrown at the broadcasting industry that must be met with more than a sophisticated shrug that the destiny of all headlines is the ash-can and that the public memory is short," he said.

The FTC chairman warned that advertisers are bound to be uneasy about situations where their products are associated with programs which turn out to be dishonest. He declared:

"Only a trusting public brings value to an advertiser's dollar. Let any abuse of public confidence undermine this trust and the broadcasting industry is hurt, and hurt badly."

■ In his first appearance as director of the newly opened Television Information Office, Louis Hausman told a television meeting immediately after the Kintner luncheon speech that he believes the TIO program will be built on four key principles: (1) Admit things that are wrong; (2) correct them; (3) inform all segments of the public about the realities of the industry and (4) defend the great things that the industry does.

While TIO is officially keeping hands off of the quiz show issue, Mr. Hausman said the bad press the industry has received as a result of the investigation is a case in point. Terming it "a terrible setback," he commented that the industry cannot "kiss off" the newspaper headlines as "something created out of the imagination of a rival advertising medium."

■ "It is foolhardy," he said, "to adopt a head-in-sand attitude when someone criticizes us, and to pretend they are just envious. Nor is it adequate to point to immorality and corner cutting elsewhere."

As for TIO, Mr. Hausman indicated it is too soon to provide specific examples of how it will work. He said one of its purposes is to see that all segments of the public get full information about tv.

■ "There are lots of groups, like PTAs, which have been critical largely through ignorance. When people understand the reasons we act as we do, they will accept it and become less critical," he said.

In his official reply to Chairman Kintner, Mr. Fellows said, "I would like to take a moment at this point to express my personal concern, and that of your association, over certain testimony presented to the House legislative oversight committee during the past several days relating to the 'rigging' of tv quiz programs.

■ "I will not try to explain or justify this unfortunate episode in broadcasting, wherein outside packaging producers have hoodwinked the public and the broadcasters whose facilities they use. I assure you that we at NAB are fully aware of the broadcasters' responsibility to the viewing public."

Noting that the hearings could develop into a challenge to the industry's system of voluntary self-regulation, he said, "We are recommending to the NAB television code review board that serious consideration be given to such facts as are developed in the course of these hearings.

"Should the television code require additional language to safeguard further the viewing audience against misrepresentation or deceit—in this or other areas of programming—the needed steps will be taken," Mr. Fellows said.

■ Meanwhile the congressional probe of tv quizzes continued to ensnare more programs and names.

In recess until Nov. 2, when it is summoning popular quiz show winner Charles Van Doren, the investigation now seems to be broadening to include "$64,000 Question," "$64,000 Challenge" and other shows.

■ In his remarks at the NAB meeting, FTC's Mr. Kintner repeated largely the same views which he adhered to uncompromisingly during intensive questioning last Monday by Robert Lishman, counsel for the oversight committee, and Rep. Walter Rogers (D., Tex.), a committee member.

"It is my hope," he said, "both as chairman of the Federal Trade Commission and as a believer in our capitalistic, competitive free enterprise system, that the broadcasting and the advertising industries can keep radio and tv programs free of deceit and fraud in the best interests of the public and without more laws and policing." Asserting that detailed government control is contrary to our way of life and form of government, he departed from text, to say: "I did not become chairman of the Federal Trade Commission, an agency dedicated to preserving and protecting the free enterprise system, to preside over the liquidation of that system."

■ Chairman Kintner warned that the reputation of the broadcasting industry faces a serious threat. "I would add," he said, "that it is a threat that has been brought on by too much lip service to high principles and not enough diligence in enforcing compliance with them.

"I am well aware that self-discipline is an over-used word, that it has been diluted with false piety and that it is more noteworthy as a point of departure than as a goal. And when mentioned in connection with law enforcement, it is likely to invite little more than a wink and a smile," he said.

"Those who advocate it are, I suppose, naive. But there is this to say about self-discipline: It can keep you out of considerable trouble with the government." #

LAYOUT—*Looking over magazine layout are Michael H. Levy (left), president of Standard Security Life Insurance Co., New York, and Alvin H. Kaplan, senior vp, Mogul Williams & Saylor.*

Standard Security, Insurer by Mail, Names Mogul Williams and Newmark Posner

(Continued from Page 2)

by 1961."

Standard will attempt to sell life and health and accident insurance entirely by mail "with some of the most unusual advertising that has ever been done in the insurance field." Mr. Levy was not prepared to go into any specifics.

It was indicated, however, that Mogul Williams & Saylor will work on a test budget amounting to $250,000. Eventually, the two agencies will get equal shares of Standard's advertising money. A third agency, Wexton Co., resigned the account Oct. 1.

■ Standard will emphasize magazines in its early advertising, including men's books, comics books, religious and fraternal publications, and ethnic and foreign language magazines. Newspapers and Sunday supplements are also scheduled, and radio and tv will be tested.

One hurdle the promotion will have to overcome is the hesitancy of people to buy insurance by mail from a relatively unknown company. But Mr. Levy hopes the not-easily-granted New York state charter will have a reassuring effect in this area. To make sure, he plans an extensive pr program.

Standard will try to sell what Mr. Levy called "permanent term" insurance aimed at people who make from $60 to $135 a week. Coverage will be offered for as little as $3 a month. #

NBC Radio's New Programming Gives 20 Hours a Week Back to Affiliates

(Continued from Page 1)

point system based on the station's base rate on a graduating scale that improves with improved clearances.

Included in the regular 35 hours a week will be most of the weekend and Friday night "Monitor," News-on-the-Hour, now said to be billing at the rate of about $9,000,000 annually, news commentaries and $3,000,000 worth of other sponsored fare on the network.

NBC now has about 55 hours a week for national sale, so this gives 20 hours a week back to the stations for local programming and for sale to local or spot advertisers. The move will return to the stations much of the Monday-through-Friday time now devoted to blocks of network fare.

■ 2. Eleven hours of "Monitor" will be fed to the affiliates free for sale by them. They are already getting this programming free. The morning "World News Roundup" will continue to be offered on a co-op basis.

3. Approximately 17½ hours a week will be offered to stations as a program service on a fee basis. Fees will be determined by the cost of the production and the individual station's 10 a.m. minute rate. Subscribers will be signed on a 13-week basis. They can run the shows when they please.

Stations may buy as much or as little as they choose of such things as: Five-a-week dramas in hour, half-hour and quarter-hour lengths, five-minute sports vignettes, five-minute personality shows, five-a-week mysteries and "Stop-and-Start" interviews. The latter are taped interviews with names in the news. Stations will be provided with taped answers and a question script to be read by one of their disc jockeys or emcees.

■ Matthew J. Culligan, head of the NBC Radio network, will leave Monday (Oct. 19) on a cross country trip to acquaint stations with the details of the proposed new setup. If things work out according to the network's blueprint, there will be only about four hours reduction in its 75-hour weekly program output.

In the past Mr. Culligan has pointed out that the real health of network radio depends on clearances. The network reports clearances on the weekend "Monitor" and news are now running at about 85%; it hopes that by returning the Monday through Friday block program time to the stations, clearances on the time retained by the network can be boosted "since advertisers are willing to pay for the added circulation."

■ A press association, program service type operation has been suggested as a possible solution to network radio's dilemma several times in the past, but nobody has ever tried it. It was reportedly under serious consideration at ABC at one point, but station opposition blocked it.

In mixing program service with station compensation, NBC has come up with a brand new idea. As in the case of any new project, the outcome depends on the reaction of the customers. The network is optimistic on this score; the network is sure it can furnish stations with strong programs of the sort that will help to supplement their local schedule and at a price that they can well afford.

Admen Work Too Hard, Think Too Little, Day Says

(Continued from Page 1)

constantly increasing rates. Such help might include:

1. Distributor open house programs sponsored by the publication on behalf of their advertisers.

2. Having local magazine representatives take part in sales meetings.

3. Doing more and more imaginative editorial promotion to subscribers to increase the readership of each issue.

4. Helping sell advertising to company management.

■ Mr. Day observed that too few working admen have taken the time to stay abreast of electronics, chemistry, nucleonics, astronautics, miniaturization and automation. "Far too often we advertising men have felt frustration as we have sat with scientists or engineers and had to take their word for the salient sales point of a new metal or a new electronic process," he added.

Advertising men must somehow "go back to school" before they go out of style to be replaced by some type of engineering preacher who has majored in subjects like technical communication or motivational engineering.

■ Referring to the field of marketing, Mr. Day said this is perhaps the most misused, misunderstood and maligned word in business today. He pointed out that many sales managers and their salesmen feel that sound marketing means delay, examination, procrastination and re-examination. This element of "sluggishment" is a major inhibitor to an acceptance of modern marketing, he said.

The advertising man needs to find a marketing pace that lies somewhere between the wild abandon of the enthusiastic salesman and the bookish reluctance of the over-zealous marketing man, he said. #

International Men's Fashion Group Sets $5,000,000 Campaign

(Continued from Page 2)

will account for about $2,000,000 of the total.

No advertising is done under the IFC name itself, but each company works the IFC story into its promotions. An IFC seal is used in ads.

■ Mr. Phillips pointed out that in Europe, where countries are close together, travelers can see the same theme used in different countries by different companies—all IFC members.

The Phillips-Van Heusen executive told Advertising Age that each member company is the leading men's wear company in its country—"the style leader, if not the production leader."

■ He said that the combined annual volume of the 24 companies is now $200,000,000, and the goal is to double this figure in five years. By that time, he predicted, the IFC companies will be spending $10,000,000 on worldwide advertising.

The IFC companies were meeting this week in Amsterdam to make plans for 1960. The council will hold its first U.S. congress in New York next May. #

Broadcasters Hit U.S. 'Testimonial' for Dailies

(Continued from Page 1)

advertising over another. He sent copies to key people in Congress and the broadcast industry, loosing an avalanche of protests which poured down on the editor of "Agricultural Marketing."

■ "There are many worthy and competent business organizations in the U. S. conducting surveys into these and many related areas of our economy," Mr. Rogers commented. "Their surveys are bought by newspapers, broadcasting stations, advertisers and many others. Certainly, on the face of it, it seems an exorbitant and ridiculous waste of the taxpayer's money to attempt to duplicate in this area the existing survey services.

"But more than this, I personally object to the U. S. government, through an official organ, endorsing one public medium supported by advertising against another.

"In fact, if these are the circumstances related in this magazine, I wonder why the Department of Agriculture constantly is surfeiting the nation's radio and television stations and networks with programs and announcements that they would like to have broadcast free of charge in the name of public service."

■ One of the headaches which the department has in meeting criticism is that the article in "Agricultural Marketing" apparently makes statements which go beyond the source material.

A food buying study published by the extension service in March reported that newspapers appeared to be the best medium for both food advertisements and for marketing information on food. But it did not contain any reference to radio's swing to music and news or tv's rush toward network shows.

Milton Hoffman, editor of "Agricultural Marketing," told Advertising Age the March study was the source of the information in the "Agricultural Marketing" article. He said the material had been rewritten into popular language because the magazine goes largely to field workers who would not be interested in a technical report.

■ Called "Homemaker Values, Motivations & Knowledge in Food Buying," the source report was written by S. Q. Hoobler, of the extension service. It describes motivation research carried out in late 1957 for the department by National Analysts Inc., Philadelphia, in an effort to learn more about factors which motivate food buying and the relative effectiveness of various mass media.

After comparing the Raleigh study with similar research at Lake Charles and Wheeling-Steubenville, Mr. Hoobler wrote that there are so few differences for some of the motivation information, from market to market, that generalizations appeared warranted.

With respect to the relative effectiveness of mass media, however, he cautioned against generalizations.

■ "These three studies indicate somewhat similar ranking of mass media outlets for food information," he noted. "In other words, each study indicated newspapers to be a more effective medium than radio or television. The effectiveness of each media outlet varied greatly, however, among the three geographical areas. This, no doubt, is due largely to differences in media organizations, rather than to differences among comparable homemaker groups in these three geographical areas."

On the basis of depth interviews involving two samples totaling 692 persons, the Raleigh report found information on recipes, menus and pictures of food dishes had much less appeal to most homemaker groups than marketing information which allowed homemakers to compare food products in terms of prices and quality.

One of the major purposes of the study was to provide guidance for field workers who are supposed to help stimulate the dissemination of the kinds of food information which will promote consumption of agricultural products.

■ Returning to the subject of media effectiveness, the Raleigh report said, "Each medium appears to vary greatly among geographical areas in its effectiveness as an outlet for marketing information. This probably is largely due to variation in the philosophy of managers of the mass media outlets as well as to types of professional people conducting programs. Since this study was conducted in only one urban area, it is felt that there were few findings which warrant application to other areas of the U. S.

"In view of the findings from this study, however, and a brief review of other extension studies relating to mass media use, a few generalized statements appear applicable beyond the Raleigh area.

• **"Newspapers**—Newspapers appear to be the best medium for both food advertising and for marketing information on food; the three studies reviewed would indicate this to be true. In the study of Raleigh, all homemaker groups indicated newspaper advertisements are a principal source of food information. Thus the general practice of submitting food marketing information for the newspaper food section which contains the ads appears to be very logical.

"Newspapers also appear to be the most effective established medium for extension's marketing information; this is particularly true for the higher income groups. Studies show that the low income groups place slightly more emphasis on newspaper articles about foods than on radio and tv educational food programs. Part of this is due, no doubt, to the greater availability of marketing information through newspapers than other mass media.

"It may be that such educational marketing information has greater lasting value when published in newspapers, since the articles may be read more than once or clipped and filed.

"There is also a possibility that greater faith is placed on the written word because the author can be held responsible, as contrasted with possible casual statements over radio and television.

• **"Radio and television**—Due to the limited radio and television media time allotted to food information in Raleigh, no generalized statements beyond Raleigh appear warranted. There appears to be some possibility, however, that food information over radio and tv may reach some low income-lower educated homemakers more effectively than would articles on food in newspapers."

■ To the question, "Where did you get information from on food shopping within the past two or three months," 82.3% said newspaper advertisements. Food store displays were mentioned by 41.4%, "neighbors and friends" by 40.9%, food ads in magazines by 28.1%, articles on food in newspapers by 27.5%, food ads on tv by 27.3%, food ads on radio by 26.8%, labels on foods on display by 24.7%, manager or store clerks by 15.2%, food programs on tv by 12.8% and radio programs about food by 9.8%.

IMPACT—*Waste King Corp., Los Angeles, promotes its garbage disposers and dishwashers in a drive breaking in Life Oct. 26 and Nov. 23. Hixson & Jorgensen is the agency.*

'ILL-ADVISED': TVB; 'PERILOUS': RAB

New York, Oct. 15—In a letter this week to Secretary of Agriculture Ezra Taft Benson, George G. Huntington, vp and general manager of the Television Bureau of Advertising, said "Agricultural Marketing's" findings are "contrary to previous surveys and information available and we believe are likely to mislead."

To back his statement, Mr. Huntington sent along various studies by Qualitative Research Co., Marketing Planning Corp. and other research companies, which indicated that tv does better in the food field than other media.

"National advertisers obviously support these findings," Mr. Huntington continued, "since in the first six months of 1959, their combined expenditures in television surpassed investments in all other media. . . [and] a look at the profit statements of the leading food advertisers on television provides additional support to the validity of television advertising.

"TvB does not dispute your right to publish information. It does seem ill-advised, however, to publish a study supporting one medium over another in the face of previous research conflicting sharply with these findings. We feel that the same people interested in your survey would be equally interested in this broader picture of food and advertising media."

■ Kevin Sweeney, president of the Radio Advertising Bureau, was just as upset. In a statement to the press, he said:

"The radio stations will certainly let the Department of Agriculture know, as they have let the Steel Companies Coordinating Committee know, that they have been badly mistreated.

"If the statement was backed by real research, or if it had credentials to assess the media, it was a perilous one to make. But when the department—as a result of an offhand study—pontificates that one medium is better than others for food advertising, they claim to know more than companies that spend $2 billion annually searching for the answer to this question. By doing this, the Department of Agriculture makes itself out a fool to anyone who knows anything about food advertising." #

Length of TV Ad? It's up to Writer, Says Vitt; Buyer Knows Best: Leonard

(Continued from Page 2)

much as a copy one . . . "

■ The client appeared to be a lesser influence in this respect. Only 38% of the time buyers said that the ad managers had "much" to say about exact lengths in spot campaigns.

Seven out of 10 of the panelists said the time buyers were always or frequently consulted before the final decision was made as to the kind of announcements to be used. Some buyers who weren't consulted thought they should be.

"Length of commercial in both radio and tv is an area where the shrewd and creative media buyer can exhibit his knowledge of marketing, recall and research, stretching budgets and force of advertising in the field of distribution," Donald E. Leonard, media director of Fuller & Smith & Ross, commented.

"The proper application of the buyer's experience and savvy will often cause copy platforms to be designed to fit the specific length of commercial he feels will accomplish the most for the client," he said. "There are a tremendous number of factors to be considered to reach a length-of-commercial decision, and who is in a better position to weigh these factors than the veteran professional time buyer?"

■ As to the actual lengths decided upon in most cases, here is what the panelists reported, with answers broken down in terms of the amount of broadcast billings of the agencies represented on the panel:

Use in Most Campaigns	Total	Over $5,000,000	Under $5,000,000
One minute	66%	72%	63%
20 second	37	34	38
10 second	10	12	23
30 second	3	2	3

■ The newest category is the 30-second length. And NBC Spot had this to say about what it found out in that area: "The great majority of the panelists reported that they have not had occasion to recommend the 30-second announcement. This is an entirely understandable situation when we realize, as our panelists take pains to point out, that the 30-second length is not available in a sufficient number of markets and that this, in turn, makes for prohibitive production costs. A few panelists indicated that they just do not think the extra 10 seconds are worth the bother.

"However, proponents of the 30-second length should be encouraged by the fact that two of every 10 respondents have used or do use the 30-second announcement and that a great many more would use it under the proper circumstances. For example, the following conditions were named by our panelists: (1) If they become available in prime time; (2) if copy requires the extra time—that is, if the product could not be sold effectively in 20 seconds; (3) if more stations offered the 30-second length; (4) if a tie-in with local dealers would be arranged following network programs and (5) if the cost were not prohibitive . . . "

■ Exclusivity in the station break time was cited as the primary advantage of the 30-second length. As to price, the buyers in the over-$5,000,000 agency category had this to say: 10% thought it a good buy at more than the combined 10- and 20-second rates; 46% considered it a good buy at the combined rate; the remainder thought it a good buy if priced at less than the combined rate.

Among the more interesting comments by the panel members:

• "I'd like to see the 10s and 20s abolished and 15s and 30s used. The added time could make for more effective short length spots. Should also lessen the demand for 60s and could result in more income to the stations" (R. A. Gilbertz, director of media, W. E. Long Co., Chicago).

• "If it's got to be demonstrated—60 seconds. If it's got lots of good points that need pointing up—a series of 20 seconds. If it's got good share of market—a series of IDs as reminders, but make IDs each sell a point" (Anonymous, New Orleans).

• "The 8 or 10-second spot as a 'reminder' may have its value in certain specialized instances. However, tv is becoming a helluva long series of reminders. The 'leaky mind' must become saturated with none-sell reminders pretty soon. What ever happened to the old fashioned theory of telling all the sales points, simply, clearly and deliberately?" (Anonymous, New York).

• "We need (desperately) more research on recall of the different commercials' lengths. Advertisers will not continue to pay the short-length premiums (10-20-30) without having at least a general idea of impact value. We should also be researching (experimentally) longer-length commercials (2, 3 and 5 minutes) for both spot and network operations" (Anonymous, Minneapolis).

• "I don't think 30s are the answer. The length is not that much more satisfactory than 20s. We need more minutes at higher costs. Cost of minute should be 160% to 175% of a 20-second break" (W. Kane, media supervisor, N. W. Ayer & Son, Philadelphia).

• "We feel strongly that one-minutes do the best job for us, but prefer IDs to 20s as supplementary spots because of the cost difference. The few additional seconds available in a 20-second (over an ID) would not warrant the 100% additional cost, in our opinion. This policy holds true in our Lestoil and Lestare scheduling. For the present we have no intention of recommending the purchase of 30-second spots in any combination" (Rene James Reyes, media director, Jackson Associates, Holyoke, Mass.).

• "The 30-second announcements afforded an opportunity to repeat a 20-second commercial which outlined main sales points, plus a 10-second tag promoting a special sale" (Peggy Van Camp, time buyer, Gleason Advertising, Detroit).

• "I firmly believe that the initiation of 30-second spots would improve television and would create a much better climate for selling. The current 20-second, 10-second setup gives the appearance of a subway rush, with everyone rushing to get on before the doors (next program) close. Additionally, the plea for 60-second (units) in prime time would be partially answered with the 30-second spot" (Frank Mahon, media supervisor, William Esty Co., New York). #

MCA Sells Out Stock

MCA, New York, one of the biggest suppliers of tv talent, sold 400,000 shares of common stock in its first public offering shortly after they were placed on the market. The stock, offered at $17.50 a share, rose to $20.75.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1959 47,344

HELP WANTED

EDITORIAL RESEARCH ASSOCIATE

Trade publication wants young man with aptitude for simple statistical analysis and general familiarity with industrial markets covered by trade press. Must be competent in organizing assigned projects and initiating systems and methods of accomplishment. Some ability as writer helpful.

Box 3050, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

California State College with accredited advertising program is looking for a teacher of advertising starting autumn semester 1960. Background should include newspaper advertising. Teaching experience and advanced degree desirable, but selection will be based on evaluation of total profession qualifications. Write **Dwight Bentel, head, Department of Journalism & Advertising, San Jose (Calif.) State College**

ART DEPARTMENT MANAGER

Financially sound, small town agency in Central Illinois has opening for Art Dept. Manager. Prefer agricultural background. Must be able to handle all phases art to printing. Salary $6,500 to $7,500 depending on experience and qualifications.

Box 3006, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Advertising and Sales Promotion Assistant wanted by one of our clients in the metal fabrication field. 3 to 5 years experience in creative capacity and a basic knowledge of advertising production technique required. Send complete resume and salary requirements.

CONNOR ASSOCIATES, INC.
1460 East River Road
Aurora, Illinois

GENERAL BUSINESS MAGAZINE has opening for experienced advertising salesman to cover Southeastern territory, with headquarters in New York office. Salary and bonus. Outline your background, business experience in letter.

Box 3007, ADVERTISING AGE
630 Third Ave., New York 17, New York

CREATIVE SALESMAN

Company specializing in training literature, visual aid instruction material and pamphlets seeks man with following: Draw vs commissions with stock participation in future.

Box 3037, ADVERTISING AGE
630 Third Ave., New York 17, New York

PACKAGE DESIGNER

Unlimited opportunity for a creative senior package designer in a youthful, progressive design organization. Nominal client servicing. Send complete resume to **Smith, Scherr & McDermott, 39 South Miller Road, Akron 13, Ohio.**

Position available for young man qualified to execute advertising artwork, compose copy and monitor the development of insurance sales activities with young growing national organization active in field of sales, administrative and management services to insurance industry. Write

Box 3033, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FLORIDA OPPORTUNITY
FOR CREATIVE ART DIRECTOR

⅓ partnership in respected, well-established Miami advertising agency is open to qualified art director. Agency is billing well over one million dollars. For complete details, write:

Box 3034, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BROADER HORIZON
FOR TOP-NOTCH WRITER

If you would like to combine writing with account executive work and become a key man in an established 4A agency, send us summary of qualifications.

GREENHAW & RUSH, INC.
Sterick Bldg., Memphis 3, Tenn.

HELP WANTED

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

A fine opportunity: Research and Promotion Manager for major business publication serving aesthetic field. Need creative flair, writing ability, administrative talent, level head. Experience not as important as potential. Write.

Box 3035, ADVERTISING AGE
630 Third Ave., New York 17, New York

AIRCRAFT PR NEWS RELEASE WRITER

Fast-growing Philadelphia aircraft corporation needs writer for news releases, public relations activities. Responsibilities include company newspaper, correspondence, publicity. Permanent position of opportunity for young man who can create new ideas and run with them. Write outlining background, experience, salary required, references. **P.O. Box 5322, Philadelphia 42, Penna.**

Junior space salesman to work in Chicago office of multiple New York publisher. Must have car. Some travel. Salary plus expenses. Send complete details, salary requirements.

Box 3036, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE

publicity ..... editors
advg. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist, which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

POSITIONS WANTED

EXP. FREE LANCE COPY LAYOUT MAN with complete Direct Mail facilities From copy to customer—catalogs, house organs, bulletins, brochures. Chicago area.

Box 2984, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER (employed). Available for free lance assignments. Indstl publicity, Ad copy, sls prom. mtl.

Box 2883, ADVERTISING AGE
630 Third Ave., New York 17, New York

GET QUALITY, EXPERIENCE

Ad Mgr with diversified industrial, retail products marketed nation-wide is available. Broad thinker, planner. Can operate one-man dept, supervise. 10 yrs broad exper, strong on copy, 5 yrs coll, age 33, min. sal. $9000

Box 3038, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CHRISTMAS IS ICUMEN IN

Only 53 more promoting days 'til Xmas! Sales promotions, incentive programs, greeting cards, gifts, copy: to fit your philosophy and budget. Do a seasonal job with seasonal help that works at home!

Box 3039, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE LANCE COPYWRITER SAYS—
"Let me give your product a concise, enthusiastic copy treatment that packs real sales wallop. Square dealing emphasized!"

Box 3040, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERIENCED AD MANAGER offers forward thinking coupled with old-fashioned dependability and solid know-how of building products field. Prefers Eastern location. Available Nov. 1st.

Box 3041, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANTED: A many faceted job

Woman with creative and management experience in fashion, promotion, publicity and advertising that could be adapted to any specific industry, seeks position with happy, successful company that values competence, integrity and sound judgment. State salary.

Box 3043, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

Advertising, sales promotion and group circulation. Experienced publisher and exec.

Box 3042, ADVERTISING AGE
630 Third Ave., New York 17, New York

B'CAST—ADV-COPY—PROMO

Available for those interested in a highly creative R-TV-Film Promo writer. Twelve years' experience in Nation's #1 Market in all phases of B'cast copy. Zestful, extremely adaptable background for Agcy; Sta; Rep; or Film dist.

Box 3044, ADVERTISING AGE
630 Third Ave., New York 17, New York

TEACHER, B.S. & M. ED. DEGREES

Sales exp., radio emcee, advertising knowledge, desires challenging position.

Box 3045, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

A.E.—CREATIVE BACKGROUND

Young (35) with 8 years solid experience with top agency seeks challenging growth opportunity in agency or industry.

Box 3046, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AMBITIOUS CREATIVE MINDED YOUNG MAN

single, 23, B.A. degree, desires position in advertising or sales promotional facet of business. Will relocate.

Box 3047, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ASSISTANT TO MARKETING MANAGER

Wharton MBA—marketing, 31, with 9 years successful experience in sales, market research and acquisition studies. Background in new products, new markets, integration of advertising and promotion, and supervision and training.

Box 3048, ADVERTISING AGE
630 Third Ave., New York 17, New York

FREE LANCE COPY
WA 2-6749

Exp Mich Ave agcy writer; quickly grasps sales prob. Solves with ideas. Call 9-5.

MARKETING, MERCHANDISING, SALES

Well rounded exp. (Petro) in advertising, budgeting, sales planning. Aggressive, creative, will relocate; have resume.

Box 3054, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING SALES EXECUTIVE

with p.o.p. & outdoor adv. experience wants agency or company position handling client or sales contacts, will travel, now living Los Angeles, former president own company, excellent refs.

Box 27 R 457, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

Young man 26, now Prod. Mgr. with AAAA agency, with heavy art background wants ad position or related with travel. Will consider permanent spot outside of U.S.

Box 3053, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES WANTED

Publisher of an educational youth publication seeking Advertising Representative. Write in confidence.

Box 3049, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

FOOD PUBLICATION FOR SALE.

Approx. $1¼ Million Annual Gross Ad billing. Valued at $250,000. Worth looking into. Principals only.

Box 3030, ADVERTISING AGE
630 Third Ave., New York 17, New York

SELLING:
GIMMICK PROMOTIONS COLLECTION

Unique variety. Valuable idea source

Box 3051, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

NEW CHILDREN'S RADIO PROGRAM
CHICAGO—SPOT TIME AVAILABLE
Unique Opp., Marvin A. Pearlman, 137 S. Central Ave., Chicago 44, Ill. AU 7-8443

FILM-O-TYPE machine. Almost new, with custom made walnut formica table, dryer, warning lights, plus 4 most-used type fonts. $975 total value—Price complete $500. Cash or Terms. Chicago area.

Box 3052, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

New COPY PRE-TESTING SYSTEM for DIRECT ADVERTISERS. Enjoy consistently high response-ratio. Let P-sA recover your guess-wasted advertising dollars. Write: **PRICO, 409 W. First St., Genoa, Ill.**

Do You Have A Flair For SALES PROMOTION

Young man to handle complete merchandise promotion through advertising, window display ideas, direct mail, contests, etc. for a group of quality shoe stores located coast to coast. Must be skilled copywriter. Excellent opportunity for man with enthusiasm, ambition and know-how. Box 772. ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

● IDEA MAN
Available
Seasoned AE. 10 Yrs. Exp.

PROVEN PRODUCER seeks connection with POTENTIAL in aggressive Chicago ad agency. Capable organizer and supervisor. Thoroughly grounded in all agency functions. Age 32.

Box 770, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

B&W PRINT COLLECTION FOR SALE

Reproduction and reference library of black and white line prints of Early American and European engravings. Over 1,000,000 of every subject, all before 1900, with over 1,000 reference books. 20 years to compile. An ideal archive for agencies, publishers, designers or as a gift to a library or institution. Under $10,000.

Box 763, AVERTISING AGE
630 Third Ave., New York 17, N. Y.

PUBLIC RELATION
PUBLICITY & PUBLIC RELATIONS COUNSELLORS WANTED!

We are a "promotion company" doing business with media as our clients. Currently grossing $300,000. Expect to hit a million next year. Not willing to spend $10,000-$15,000 currently—will go to $7,500, this year with fee hitched to increased gross. Prefer, small aggressive knowledgeable outfit "on the make". A drunken Mexican with guts can "sell" our story to any of the "slicks" or Sunday Supplements. Have had major presentations from good outfits who wasted my time with conferences and paraphrased what I said in presentation. I have a tape recorder and frankly, if I want to hear myself talk—I'm more colorful.
Tell me your story—what you've done or want to do for a client. Sell me! IF—you sell me, I'll identify myself—give you all the time you want for a presentation—and maybe, just maybe, you'll have yourself a $20-$25,000 client a year later—after that . . . ? Box 752, ADVERTISING AGE, 630 Third Avenue, New York 17, New York.

A. E. WANTED

4A agency requires seasoned food merchandising executive to handle client contact on leading national brands. Reply with full details. Your confidence will be respected. Box 768, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

ADVERTISING SALES

Experienced space salesman for Boston office of national business paper publisher. Permanent connection with exceptional opportunity for growth with leading company offering full employee benefit program.

Reply in confidence
Box 765, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

PUBLISHER'S ADVERTISING REPRESENTATIVE

Leading oil and gas publishing firm has excellent opening for one full-time space salesman in Chicago Territory.

Must be personable, high calibre, with successful record of advertising sales (required). Background in engineering publication preferred. Any oil and gas industry experience constructive. Airmail complete resume and cover letter soonest to:

BOX 1589
DALLAS 21, TEXAS
Interviews will be held in Chicago.

Editor Wanted

For Chicago field staff of national business paper publisher. Our man is young—but old enough to have had several years of varied editorial experience, some of which might have been on trade papers. He has initiative and a creative approach to his work and seeks a connection where these qualities will be encouraged and appreciated.

He has now decided that he would like to make a career for himself in business paper publishing and prefers a permanent position on the staff of a large well-established company whose policy is to promote from within wherever possible.

He expects to receive an attractive starting salary commensurate with his experience and ability and fully appreciates the advantages of a liberal employee benefit program. Right now he is about to sit down and write fully in confidence to
Box 764, ADVERTISING AGE, 200 East Illinois St., Chicago 11, Illinois.

LOOKING? . . .

. . . THINKING?

Outstanding positions now available

($5,500 to $62,000 — Maine to California)

- Sr. and Jr. Account Executives
- Marketing & Merchandising
- Research
- Copy Writing
- Advertising Managers
- Marketing Executives
- Sales Promotion Managers
- Department Assistants
- Public Relations

Send Your Résumé for Confidential Handling

DRAKE PERSONNEL, INC.

29 East Madison Bldg. • Chicago 2, Ill. • Financial 6-8700

Would you invest $30 to save thousands next year?

NOW AVAILABLE—a remarkably simple bookkeeping system for advertising agencies billing $10 million, or less. Developed by the treasurer of a well known AAAA agency, it is adaptable to the most exacting requirements and can put information in your hands that can increase profits immediately.

advertising
agency
bookkeeping

Gives you monthly income by account. Income by departments. Shows you how to eliminate the "lost invoice". How to get bills to clients on time and profit and loss statements on the *1st* of each month. Tells you how to determine your cash position at any time. Tells you how to do more in your bookkeeping department with the same number of people, or with less. A complete handbook for advertising agency financial management. ORDER NOW. $30.00. Send check with order to:

Advertising Agency Bookkeeping
Box 761, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

Market and Media Research

The research and marketing division of a major national magazine published in the east has an important position to fill on its research staff.

The need is for someone with extensive experience in media or market research. This person should have the technical competence to assume full responsibility for all phases of conducting major research projects.

This person would be responsible directly for the execution of both audience and marketing studies. The market studies cover products and services in both consumer and business areas.

This person would be joining a large and well staffed department. Replies will be held in confidence. Please include resume and salary range. New York interview can be arranged.

BOX 701 ADVERTISING AGE
630 Third Avenue, New York 17, New York

Interested in Selling Magazine Advertising?

Exceptional Opportunity Now Available With Major Consumer Magazine Publisher

If you are under 35, have several years of business experience, above average intelligence, a strong desire to sell, and the drive, energy and will to succeed in major competition, there is a challenging and rewarding career available to you with one of America's leading magazine publishers.

No advertising experience necessary as thorough, home-office training is provided in all phases of magazine sales, promotion, and merchandising.

Interested? Write Box 755, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

"PIN-POINT YOUR MARKET WITH SELL-ective Metalworking Lists"

New catalog of publisher's metalworking lists covering all types of metalworking plants . . . machine tool users, stamping & fabricating plants, foundries, fabricators, mfrs finished products, etc. BIC selection, financial ratings, quoted. Write or phone for free copy.

INDUSTRIAL MACHINERY NEWS
16240 Meyers Rd., Detroit 35, Mich.
UNiversity 1-5815

ADVERTISING AND RELATED FIELDS

My client, a recognized, successful and strongly financed advertising agency wishes to acquire immediate control of similar enterprise through merger or outright purchase. Must have profitable national billing up to $2,000,000, minimum $300,000. Principals only, please. Strictest confidence assured. Attorney, Box 773 Advertising Age, 630 Third Avenue, New York 17, N. Y.

PUBLICATION WANTED

Business magazine publisher wishes to buy industrial publication. Cash or short or long term financing.

Box 608 Advertising Age
630 Third Ave., New York 17, N. Y.

THIS IS THE MAN WE WANT

He's an experienced agency man now. He's in mid or late thirties, has an exceptionally pleasant personality and likes to mix with people. He knows seed, feed, fertilizer, livestock and farm and garden equipment. He's worked with all media and especially collateral sales organization material on these products. He can listen well to a client's conversation, spot the problems, come up with complete program solutions, and then knock out sparkling, homey, copy with a theme and words that ring familiar bells with the type of reader he's aiming at. Though he's an agricultural specialist, he's versatile enough to swing into other product advertising also. He and his family must be interested in living the good life of a small central Pennsylvania Dutch community. He must be happy in a small specialized Ad-PR agency. His own self-starting abilities and productivity and their results will be the only limiting factor to his advancement. If he's the man we're looking for, we'll pay his price. Send resume. Box 732, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.

ADVERTISING SPACE SALESMAN:

ESTABLISHED TRADE PAPER REPRESENTATIVE FIRM SEEKS YOUNG MAN FOR MIDWEST AREA. COMPLETE DETAILS 1ST LETTER.

BOX 769, ADVERTISING AGE
200 E. ILLINOIS ST., CHICAGO 11, ILL.

MR. AD EXECUTIVE

Looking for an account exec., ad manager, copy writer, media director or space salesman? Phone RA 6-6168.

★ FRED JOHNSON
Advertising Employment Consultant
of
DOROTHY DOCKSTADER CONSULTANTS
64 E. Lake, Chicago 1, Ill.
★ formerly with Crowell Collier

DIRECT MAIL ADVERTISING

Three top-flight direct mail assistants needed by large Chicago suburban corporation. Age to 36. Skilled copywriters with administrative ability. Minimum 3 to 5 years experience. Create letters, brochures, booklets and other direct advertising. Mail order experience helpful. Liberal benefits including profit sharing. Salary to $7,200. Send complete resume to: Box 767, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

ATTENTION CHICAGO AGENCIES AND ADVERTISERS

Top creative advertising consultant Ph.D., can handle copy and/or research for two additional accounts.
Heavy experience in industry, mail-order, real-estate, direct-selling. Know print, broadcast, and film production intimately. Will make calls with your people as head of your own copy or research staff.

Want to discuss possibilities? Write to:
BOX 762, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

OPPORTUNITY IN CHICAGO

For small or medium sized Chicago advertising agency or executive controlling accounts interested in affiliating with larger organization to increase potential for new business and improve service to clients obtained.

We are a sizeable midwestern agency serving large and national advertisers for more than 30 years. Our Chicago branch office offers excellent opportunity to gain financial rewards commensurate with abilities and effort. All replies will be treated in the strictest of confidence.

Box 771, Advertising Age
200 East Illinois St., Chicago 11, Ill.

The Clipper Creative ART SERVICE

There are many clip art catalogs available, but ONLY ONE *complete art and layout* service. Ideas alone in each monthly issue are worth many times the small cost. From the smallest printers to the largest concerns such as Prudential, General Motors, etc. have been Clipper subscribers for many years.

$1.00 to cover cost of packing and mailing will bring you —

FREE...

THE COMPLETE CURRENT ISSUE

single current issues normally sell for $20.00. The complete issue, yours to use, can make you hundreds of extra dollars! In addition to the current issue you will receive an unusual, attractive, introductory offer. No obligation. No salesman. Attach one dollar to letterhead and mail today to Multi-Ad Services, Inc., 124 Walnut Street, Peoria, Illinois.

WANTED
CREATIVE ART DIRECTOR

Ours is a dynamic, young organization—not an agency—that specializes in developing and producing complete promotion programs for banks and other financial institutions. Our headquarters are in a Boston suburb in our own new air-conditioned building. We have sales offices in 21 states, plan to operate coast-to-coast. Already we are the leaders in our field.

The man we are seeking will team with our creative vice president to organize and supervise the art department. It's a key position with plenty of challenge and future potential for the right man. Salary is open.

If you're interested, write in confidence to: Creative Vice President, Box 766, Advertising Age, 630 Third Avenue, New York 17, New York.

COPY, consumer. Man (or woman!) with big-account exper. and sales institutions, not in love with New York or Chicago. $30-$22,500.
COPY, indust., farm. $14M
AE., indust. Some consumer helpful, exper. gasoline to $12M
COPY, farm. Feed or seed or fertilizer exper. to $11M+
PRODUCT ADV. SUP., bldg. material exper. $10M
SENIOR MKT. ANALYST. Some consumer exper. Agency to $10M

GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn Chicago CE 6-5353

ASSISTANT ACCOUNT EXECUTIVE

Excellent opportunity in contact-copy with one of the leading industrial advertising agencies in the country. Applicant should have two to five years industrial product experience with advertiser or agency. Age 24-28. Engineering or marketing degree preferred. Chicago location. Send replies to Box 774, Advertising Age, 200 East Illinois Street, Chicago 11, Illinois.

LINCOLN'S FINEST—*Ford Motor Co.'s luxury car, the Lincoln, will get its 1960 model introduction via this color spread in Life, The New Yorker, Newsweek, Sports Illustrated, Time and U. S. News & World Report during the latter part of October. Foote, Cone & Belding is the agency.*

As Campaign Light Turns Green, Auto Makers Push Ad Accelerators to Floor

(*Continued from Page* 6)

An example of Ford's spending is the $2,500,000 it put down in late September to bring 7,000 dealers to Detroit, something the company had not done in the last 23 years. This may not be precisely an advertising outlay, but is indicative of the Ford pocketbook attitude this year.

Ford Motor Co., in both its Ford and Mercury-Edsel-Lincoln divisions, is presenting an advertising picture this year of cars suited for everyone, from the "compact" to the most expensive and luxurious. Ford division is putting equal emphasis behind the regular Fords, the new Falcons and the Thunderbirds—still popular though not heavy in volume. M-E-L division is sloganing "Six for '60" to illustrate its product spread—from its new Comet, not due until next spring, and the Anglia (English Ford), through Mercury and Edsel to the Lincoln-Continental line.

Ford expects to continue as a heavy user of spot radio, in which it surpassed other auto makers in 1959. It has been estimated Ford Motor spent $3,200,000 on spot radio alone in the first half of 1959, more than $1,000,000 above what was expended in that medium by General Motors.

■ Best illustration of the "hard facts" approach in advertising planned this year by some companies is the program being outlined by Plymouth, especially in its print advertising. It will deal more strongly than in the past with engineering advantages and what is under the hood. Its entire selling approach, through sales instructions as well as in direct advertising, seems beamed that way. "Strong and balanced" is the message behind its slogan of "Solid for '60." Plymouth's big tv sales effort will be on the weekly Steve Allen show, newly acquired this year.

De Soto is expected to bear down heavily on the quality aspects of its program—"Nothing says quality like the 1960 De Soto." It expects to use newspapers quite freely, along with magazines, and will put most of its tv emphasis on local station tieups, instead of network shows, taking advantage of locally known sports and news personalities.

Advertising messages that will take one under the hoods of the automobiles, showing more economy and more efficiency, are being stressed, especially in the new compact cars. There is more message content than ever before in recent years on fuel economy, suspension, engine location, torque, raminductions and the like. There is more emphasis on the actual demonstrations that will be needed to impress upon the customer the cars' true values. There is definite de-emphasis on size and horsepower.

■ Chevrolet beefed up its entire program to support its over-all opening pitch—"Why we built two cars for 1960—as different as night and day." The double spreads are knitting the two (the standard Chevy and the Corvair) as Chevrolet products and taking them apart from there. Newspaper use is heavy—more than 7,000 dailies and weeklies—and the wide coverage of the line is being emphasized—"16 new beauties for '60."

Olds started strong, with an unprecedented bow on two national tv networks the same night. It is presenting "satisfaction" as the main Oldsmobile theme.

■ Cadillac is staying mainly with its time-honored atmosphere of elegance in advertising, with orthodox magazine and newspaper presentation. Its main air outlet will be a daily news broadcast by John Daly on ABC.

Buick got away to a fine customer start with a traveling show which it took to a selected customer list as well as to its dealer organization, at a cost of some $500,000. This was well met and gave the division impetus toward regaining the position it lost in the last couple of years in sales. It is counting highly on a series of Bob Hope spectaculars as well as four 90-minute "Buick Electric Playhouse" dramatic shows.

Pontiac has indicated it will bear down a little more in newspapers, on the basis of last year's experience, with about 50% of its budget so allocated. Its main theme also continues to be the one so successful last year—"the only car with the wide track wheels"—which is believed responsible for bringing Pontiac up to the No. 2 sales volume spot in GM for the 1959 model run. Its tv effort in the coming year will be concentrated on a series of eight shows, the "Pontiac Star Parade" which it had last year, with different artists booked for each.

The Chrysler and Imperial division of Chrysler Corp., one of the last to reveal advertising plans, said it has boosted its budget more than 25%, with the theme, "The car of your life for the time of your life." It is using color spreads and gatefolds in *Life, Newsweek, The Saturday Evening Post* and *Time* the week of Oct. 18 and spreads in *Life* and *Look* the week of Oct. 25. Multiple insertions are running in 2,124 newspapers. Four-color pages are due in the leading Sunday supplements the week of Nov. 1 and 8.

■ It is estimated that 500,000 cars will be needed to meet customer demands in the sales rooms in the final quarter of this year. If production can meet this figure, the projected advertising programs will not suffer. Any noteworthy fall off will mean curtailments.

The price line on cars is being held generally, with some instances of reductions, either in actual pricing or in compensation by making former optional equipment in the standard category now.

American Motors, veteran in the compact field in this country, also is expanding its advertising outlay, with no backing off of its earlier estimate that it will sell 500,000 cars in 1960, as against some 350,000 this year. American also is concentrating on newspapers but using all media. The central ad theme will be "A new standard of basic excellence." #

FTC Hits Companies Which Claim to Aid Contest Participants

WASHINGTON, Oct. 16—The Federal Trade Commission today charged that a group of New York City companies mislead the public by promising to supply materials which will win big prizes in national contests.

The commission said the companies claim persons submitting contest slogans, titles, names, compositions, or answers will win large cash awards. But the commission contends the claims must be false since most contests specify that entries must be original creations.

The commission also pointed out that contrary to representations that materials are sold to a limited number of people, there have been no limitations on sales.

■ The companies involved in the complaints are Endeavor Press and its officers, Nancy and Rebecca B. Roberts. The latter is also cited under the names Betty Davis, R. B. Roberts, Contest Editor, and National Contest Headquarters. All have offices at 2 Columbus Circle.

Also cited is Charles A. Roberts, who does business as Cain Publishing Co., and Win Publishing Co., 141 W. 17th St. #

Curran Joins Highway Trailer

John H. Curran, for the past four years on the New York sales staff of Domestic Engineering Publishing Co., has joined Highway Trailer Co., New York, as coordinator of advertising and sales promotion, a new position.

Most Intelligentsia Have Favorable Attitude to Ads, 'Redbook' Reports

(Continued from Page 3)

its quality."

Asked why they liked advertising, 22% of the national respondents said it provided information as to what products were available; 15% said it was informative and 12% believed it helped business and stimulated sales. Less than 0.5% said it created a desire and interest to buy, while 6% found it "enjoyable, amusing, clever." Other reasons ranged from "there is a need for it" (4%) to 1% who thought it "creates jobs and employment."

Among those who dislike advertising, 5% thought there was "too much of it"; 4% thought it repetitious and tiresome, and 3% believed there was a "misrepresentation of products." In addition, 1% registered "general disapproval" of advertising while another 1% "liked to make their own decisions."

The Gallup poll is based on 1,616 personal interviews of persons 18 years or older which, when projected, make up a sampling representative of 110,000,000 of the national civilian population.

Copies of the study are available free from *Redbook*. #

Kae Algyer Promotions Bows

Kae Algyer has opened offices for Kae Algyer Promotions at 107 S. Coronado St., Los Angeles. For the past four years Miss Algyer was with *Western Advertising* in Los Angeles. Before that she was with Reuben H. Donnelley Corp. and Batten, Barton, Durstine & Osborn, Los Angeles, and Lockheed Aircraft Corp., Burbank.

Nielsen Network TV

Two Weeks Ending Sept. 20, 1959

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Miss America Pageant (Philco Corp., CBS)	21,761
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	17,756
3	Wagon Train (Ford, National Biscuit Co., NBC)	15,486
4	Ed Sullivan Show (Mercury-Edsel, Eastman Kodak, CBS)††	15,219
5	Have Gun, Will Travel (Lever, Whitehall, CBS)	15,086
6	Arthur Godfrey Special (Hoover Co., Kitchens of Sara Lee, CBS)	15,041
7	I've Got a Secret (R. J. Reynolds, CBS)	13,083
8	Maverick (Participating, ABC)	12,994
9	Ed Sullivan Show (Mercury-Edsel, Eastman Kodak, CBS)‡	12,460
10	The Millionaire (Colgate-Palmolive, CBS)	12,416

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Miss America Pageant (Philco Corp., CBS)	49.9
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	40.5
3	Wagon Train (Ford, National Biscuit Co., NBC)	35.5
4	Ed Sullivan Show (Mercury-Edsel, Eastman Kodak, CBS)††	35.1
5	Arthur Godfrey Special (Hoover Co., Kitchens of Sara Lee, CBS)	35.1
6	Have Gun, Will Travel (Lever, Whitehall, CBS)	34.6
7	Maverick (Participating, ABC)	31.3
8	I've Got a Secret (R. J. Reynolds, CBS)	29.9
9	Rawhide (Lever Bros., Philip Morris Inc., CBS)	28.7
10	The Millionaire (Colgate-Palmolive, CBS)	28.6

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Miss America Pageant (Philco Corp., CBS)	16,910
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	16,554
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	14,062
4	I've Got a Secret (R. J. Reynolds, CBS)	11,882
5	Wagon Train (Ford, National Biscuit Co., NBC)	11,837
6	Wanted, Dead or Alive (Brown & Williamson, Bristol-Myers, CBS)	11,348
7	Arthur Godfrey Special (Hoover Co., Kitchens of Sara Lee, CBS)	11,081
8	Alfred Hitchcock Presents (Bristol-Myers, Clairol, CBS)	11,036
9	The Millionaire (Colgate-Palmolive, CBS)	11,036
10	The Lawman (R. J. Reynolds, ABC)	10,636

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Miss America Pageant (Philco Corp., CBS)	38.8
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	37.8
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	32.2
4	I've Got a Secret (R. J. Reynolds, CBS)	27.1
5	Wagon Train (Ford, National Biscuit Co., NBC)	27.1
6	Wanted, Dead or Alive (Brown & Williamson, Bristol-Myers, CBS)	26.0
7	Arthur Godfrey Special (Hoover Co., Kitchens of Sara Lee, CBS)	25.9
8	Alfred Hitchcock Presents (Bristol-Myers, Clairol, CBS)	25.7
9	The Millionaire (Colgate-Palmolive, CBS)	25.5
10	The Lawman (R. J. Reynolds, ABC)	25.0

†† Second week, 90-minute duration.

‡ First week, 60-minute duration.

* Homes reached by all or any part of program, except for homes viewing only one to five minutes.

** Homes reached during an average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities used by each program.

B+C • B+C • B+C •

Kaiser foil builds big cook-out fire in LIFE

How 11 grocery advertisers* made history in LIFE

A summer cook-out—for men only! That was the unusual promotion idea from Kaiser foil that last Spring sparked 10 other grocery advertisers into a concerted selling campaign.

Spearheading this spectacular drive: in the June 29th issue of LIFE, a 4-color spread, flanking a 28-page foil-covered insert crammed with sample cook-out recipes and plenty of product "sell." This whopping ad brought quick, enthusiastic support from promotion-minded grocers.

"Reader response?... terrific," says E. C. Robertson, Advertising Manager, Consumer Foil Division, Kaiser Aluminum & Chemical Corp. "According to our research, an astonishing 86% of LIFE's women readers, and 67% of the men noted the ad. 63% of the women and 54% of the men removed (or planned to remove) the insert.

"With consumer reaction like this—and solid grocer response—sales for the pleased co-sponsors could go only in one direction—UP!"

Kaiser foil's selling idea came to life in a big way because 32 million alert, eager-to-buy people read LIFE every week. Great people to know—summertime or *any* time.

FOOD AND FOOD PRODUCTS

MAGAZINE	ADV. REVENUE
LIFE	$11,886,243
Ladies' Home Journal	6,833,638
Reader's Digest	4,835,428
Better Homes & Gardens	4,700,871
Look	4,099,795

Source: P. I. B. (Jan.-Aug., 1959)

*Kaiser Quilted Foil, Carnation, Del Monte, Adolph's, Best Foods, Campbell's Pork & Beans, Gebhardt's, Hills Bros., Siz, SOS, Squirt.

Effectiveness is a fact of LIFE

THE CHRONICLE MEANS THE WEST

Represented by Sawyer Ferguson Walker